

CITY COUNCIL
CITY OF NEW YORK

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TRANSCRIPT OF THE MINUTES

of the

JOINT COMMITTEES ON COMMUNITY DEVELOPMENT, GOVERNMENT
OPERATIONS AND CIVIL RIGHTS

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April 19, 2010
Start: 10:16am
Recess: 1:26pm

HELD AT: Council Chambers
City Hall

B E F O R E:

ALBERT VANN
Chairperson

Gale A. Brewer,
Chair, Government
Operations

Deborah Rose,
Chair, Civil Rights

COUNCIL MEMBERS:

Margaret Chin
Inez E. Dickens
Erik Martin Dilan
Julissa Ferreras
Vincent J. Gentile
Melissa Mark-Viverito
Diana Reyna
James Sanders, Jr.
Larry Seabrook
Jimmy Van Bramer

A P P E A R A N C E S (CONTINUED)

Stacey Cumberbatch
2010 Census Coordinator
New York City

Tony Farthing
Regional Director
U.S. Census Bureau, New York Regional Office

Dr. Joseph Salvo
Director of the Population Division
New York City Department of City Planning

Sadiq Why
National President, Spokesperson
United African Congress

Obuli Ambya Nabili
African Advisory Counsel
Borough President's office

Julia Yang
Census Coordinator
Asian American Legal Defense and Education Fund

CHAIRPERSON VANN: Good morning.

I'm Council Al Vann and I'm Chair of the Committee on Community Development. I am pleased to join fellow chair Gale Brewer and chair Deborah Rose along with members of the Committee on Government Operations and the Committee on Civil Rights as we hold an oversight hearing on New York City's Census 2010 efforts towards both a more clear and accurate count of its residents.

The City of New York's population has always been considered extremely hard to count due to its diversity in housing, urban areas, areas of concentrated poverty and a particularly large immigrant population. For our last Census back in 2000, city residents have only a 55% mail response rate that was well below the national average at that time of 67%. As of April 16, 2010, no borough within the City of New York has yet to achieve the Census Bureau's goal of 70% mail return rate. As of today, New York City's mail return rate was 56%, which has continued to remain lower than the national rate now at 69%.

As the Chair of Community Development I look forward to understanding both

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2 the strategy and methods that will be utilized
3 during the Bureau's door to door canvassing that
4 will begin on May 1st. In addition, the Committee
5 would like to receive a more concrete answer as to
6 why after publicizing planning and efforts by the
7 City and Bureau, that New York City still did so
8 poorly in our mail response rate.

9 Lastly, the Committee will also
10 hold oversight on pre-considered resolution which
11 calls upon the United States Census Bureau to
12 extend and/or reopen its April 15, 2010 deadline
13 for returning Census forms. And to keep both its
14 question assisted centers and Be Counted sites
15 open for an additional 30 days. With that said,
16 I'd like to pass it on to fellow chair Brewer.
17 Gale Brewer.

18 COUNCIL MEMBER BREWER: Thank you
19 very much. It's an honor to be with my two co-
20 chairs today. And from the Governmental
21 Operations perspective on what we're looking at is
22 to see how all agencies can work together and
23 obviously community because it's a community input
24 that will make a difference. I think we actually
25 have many questions and that part after the

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2 testimony will be very important. For those of us
3 who live in communities with low response rates or
4 even high response rates, there's so many
5 differences between now and ten years ago.

6 We obviously have a much more
7 robust GIS system that can tell us even factor and
8 pictorially where the mail response is doing well
9 and where it's not. But I also think we have
10 another challenge which is as we go to the
11 knocking on the door session, all hands are going
12 to have to be on deck because there's so many
13 buildings today where people are not able to enter
14 for a whole variety of reasons.

15 I think that Council Member Vann
16 suggestion of more time is incredibly important
17 because I remember, I never forget the statistic.
18 I learned it when I was working in the federal
19 office for Mayor Dickens. If the State of New
20 York loses one more member of Congress in terms of
21 our district we could lose not just the numbers
22 that you hear all the time but we could lose \$1
23 billion per decade. One member of Congress brings
24 in that kind of dollar to the state from which he
25 or she comes. Thank you very much both chairs.

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2 CHAIRPERSON VANN: Chairwoman Rose.

3 COUNCIL MEMBER ROSE: Good morning.

4 My name is Debbie Rose and I'm the Chair of the
5 Committee on Civil Rights. I would like to
6 recognize and thank both my Council Member Vann
7 and Brewer for holding this hearing today on this
8 issue, which is so important to all of our
9 communities in New York City.

10 In March 2001 the United States
11 Census Bureau reported that it missed 6.4 million
12 in the 2000 Census and counted at least 3.1
13 million more than once. People of color, low
14 income residents and renters were among those
15 groups most affected by the undercounting,
16 resulting in the denial of hundreds of millions of
17 dollars in federal assistance.

18 In order to prevent another
19 miscounting, Mayor Bloomberg issued an executive
20 order last year establishing NYC 2010 Census
21 Office, which is responsible for assisting the
22 Census regional office by working with the
23 Department of City Planning, the Mayor's Community
24 Affairs Unit, Office of Immigration Affairs and
25 the City Commission on Human Rights to identify

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2 hard to count populations and neighborhoods.

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The New York City 2010 Census Office is also required to assist the regional office in raising awareness of the Census and to work with city agencies to promote the Census through existing city's activities. Despite all of their efforts to date, New York City still has seen a low response rate. Although Census mail in forms were due April 15, 2010, Census workers will be sent to communities throughout New York City to get people to complete the forms.

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The Census is something that I have been dedicated to for my entire career. In fact, working in 2001 with Mr. Farthing I canvassed my district in an effort to make sure that we were accurately counted. Most recently I spent all day Saturday, April 10th going through my district in an effort to encourage people to participate in the Census and to celebrate all those who had already completed and sent in their Census form.

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I recognize the importance of the Census to my district and would like to make sure everyone in all the districts, including mine, understands the importance as well. I know that

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2 Staten Island is the fastest growing borough in
3 New York City. So much has changed in my district
4 in the past ten years and the Census needs to
5 reflect those changes so that we can get the
6 services that we desperately need, such as public
7 hospitals, day care centers, public roads, road
8 infrastructure and mental health services.

9 These services help undergird our
10 communities and provides for a better quality of
11 life for all. As such, I look forward to the
12 Committee on Civil Rights' involvement in today's
13 hearing. Once again, I would like to thank my co-
14 chairs and I relinquish the mic to my chairs.

15 CHAIRPERSON VANN: Thank you very
16 much. Members that are at the hearing to my
17 extreme left, Majority Leader Inez Dickens, next
18 to her is Council Member Jimmy Van Bramer, next to
19 him is Council Member Diana Reyna and to my
20 extreme right is Council Member Melissa Mark-
21 Viverito and Council Member Margaret Chin down to
22 my left.

23 As all of you know, being informed
24 to people that the Census is very, very
25 significant. Basically it deals with the

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2 redistribution of power in many ways in that the
3 population determines representation to the
4 Congress. Obviously, every Congress person adds
5 to the collective power of that particular state
6 and/or city. Bottom line, it also determines the
7 amount of resources and/or impact on national
8 policy.

9 In addition to that, as we all
10 realize that population is one of the elements in
11 whatever formula the federal government uses in
12 the distribution of funds, whether it's for
13 schools or hospitals, economic development,
14 social, whatever it is; population is a very
15 significant element, which is why we're concerned
16 about the undercount and what we can do to make it
17 an overcount. So we thank you so much for being
18 here.

19 First lady and gentleman to give
20 testimony is Mr. Farthing, who is Director of
21 Bureau of Census. Is that correct? And Stacey
22 Cumberbatch, who is the Coordinator for New York
23 City. You may begin.

24 TONY FARTHING: With the permission
25 of the Chair, I would like Ms. Cumberbatch to go

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2 first as she'll talk about the efforts of New York
3 City and then I'll follow up with how her efforts
4 has helped our efforts at the federal government.

5 STACEY CUMBERBATCH: Good morning
6 Chairs Brewer, Rose and Vann and members of the
7 Committees on Government Operations, Civil Rights
8 and Community Development. Thank you for the
9 opportunity to speak with you today about efforts
10 by the Mayor's office to complement the work of
11 the U.S. Census Bureau to ensure a full and
12 accurate count of the city's population in the
13 2010 Census.

14 My name's Stacey Cumberbatch and I
15 was appointed on April 7, 2009 by Mayor Bloomberg
16 to serve as the city's 2010 Census Coordinator.
17 Joining me today is Tony Farthing, Director of the
18 U.S. Census Bureau, New York Regional Office, who
19 is responsible for overseeing Census operations in
20 New York City.

21 The city's work on the 2010 Census
22 started a few years ago with the Department of
23 City Planning in identifying more than 127,000
24 apartments or homes, nearly 4% of all housing
25 units in the city accounting for approximately

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2 300,000 residents that were not part of the
3 planned Census form mailing list. As a result of
4 this initial work by the city, these households
5 were added to the Census Bureau's master address
6 list and received Census forms in mid-March.

7 Last April, recognizing the
8 importance of an accurate count to the city, the
9 Mayor signed Executive Order 127 creating NYC 2010
10 Census Office. The Office mission is to work with
11 the U.S. Census Bureau, U.S. Regional Office and
12 lead efforts to engage city agencies, community
13 based organizations, businesses, non profits,
14 leaders of faith based organizations in all
15 sectors to focus particular attention on outreach
16 to New York's diverse immigrant communities and
17 neighborhoods who have been historically hard to
18 count and in the past have had low participation
19 in the Census.

20 Over the past year, the City Census
21 Office has worked to encourage stakeholders across
22 the city to use their existing networks to
23 distribute information about the Census. A key
24 component to our effort has been informing the
25 public about the connection between the Census and

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2 the delivery of services and the confidentiality
3 under federal law of all personal information
4 collected by the Census. We provided thousands of
5 posters and brochures in several languages for
6 display at City Offices and have shared that
7 material with community based organizations as
8 well.

9 We worked with NYC and Co. to place
10 2010 Census in bus shelter ads in many
11 neighborhoods throughout the city. There are many
12 other examples of how the city has worked to
13 leverage its own resources and capacity to promote
14 an accurate count 2010. I'll refer to a few of
15 those efforts here. Our work with the city
16 agencies such as City Planning, Mayor's Office of
17 Immigrant Affairs, Mayor's Community Assistance
18 Unit, New York City Housing Authority, Borough
19 President's Office, and other elected officials to
20 identify hard to count groups and neighborhoods in
21 the city and overcome some of the barriers to
22 participation.

23 Use of 311 to receive inquiries
24 regarding the 2010 Census and provide timely
25 updated information as the Census operation rolls

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2 out. Communicating online via NYC.gov's website
3 dedicated to the 2010 Census, translated into 18
4 languages with a sample Census form and basic
5 information about the Census, timelines pertinent
6 web links to other information as well as maps
7 showing how the city did in the 2000 Census.

8 Work with the Department of
9 Education to provide outreach to parents through
10 the network of community education councils and to
11 incorporate the Census and schools curriculum for
12 school children developed by the U.S. Census
13 Bureau. Work with the Department of Youth and
14 Community development to provide outreach to their
15 extensive network of contractors who provide
16 services in many of the hard to count communities
17 in the city.

18 Work with the Health and Hospitals
19 Corporation to provide outreach through their
20 network of 11 public hospitals and other
21 facilities serving historically hard to count
22 populations. Work with New York City Housing
23 Authority and resident leadership to target
24 outreach to all people living in public housing or
25 in apartments paid in part by Section 8, whether

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they are authorized residents on the lease or not.

The city ramped up its efforts further in March when forms arrived in 3.5 million households, including weekly press briefings by the Mayor updating the public on current Census participation rates, encouraging New Yorkers to fill out and mail back the form as soon as possible, reinforcing the importance of the Census to the city and the confidentiality of Census information.

Almost daily the Mayor has promoted Census participation by speaking on ethnic and local radio stations, encouraging New Yorkers to fill out the form and mail it back. A memo was sent to approximately over 300,000 city workers about the importance of the Census and reminding them to fill out the form and mail it back. A text alert about Census 2010 was sent out to over 37,000 subscribers to notify NYC on April 1st, which was Census day, again reminding people to fill out the form and mail it back.

In our office, NYC 2010 Census Office, has continued to attend Census rallies and events, provide materials, disseminate daily

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2 Census participation rates, focus on hard to count
3 communities and historically low responding
4 neighborhoods by supporting the efforts of
5 organizations working on the ground that are doing
6 the outreach and mobilization.

7 Last week marked the Census
8 Bureau's official deadline of mailing back the
9 form. However, the Bureau has stated that it will
10 continue to accept and process Census forms until
11 the end of the month, until the end of April. As
12 of Friday, New York City's participation rate is
13 56%, the national average rate is 69%. This data
14 is provided on a daily basis by the Census Bureau
15 on its web site. Our City Planning Department
16 breaks down this information daily by borough,
17 neighborhood and by Census tracts that include
18 public housing. I've included that information as
19 part of my testimony. Those are the rates as of
20 Friday, April 16th, the most recent rates.

21 But what I wanted to do was bring
22 your attention to the map that is up on the Power
23 Point. You can see that there are many
24 neighborhoods that actually have shown improvement
25 from past Census and I will point those out but

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2 there are still a lot of neighborhoods that are
3 lagging as of Friday. So let me do that first.

4 Basically, you will look at the map
5 and it has an overlay of the City Council
6 districts. The darker areas on the map that are
7 dark, burnt orange, lighter orange, yellow.

8 Actually the two dark orange colors are the areas
9 that are lagging in participation. You can see
10 the very dark orange means that less than 40% of
11 the households. That's not people, that's less
12 than 40% of the households that received a form
13 mailed it back as of Friday.

14 So if you look at parts of Council
15 Member Vann's district, 36, and part of Central
16 Brooklyn you'll see that a lot of those
17 communities, a lot of those neighborhoods have
18 less than a 40% mail back response rate as well as
19 parts of Southeast Queens. There are parts of the
20 Northeast Bronx that are trailing. There are
21 pockets in Staten Island and the North Shore that
22 are either less than 40% or less than 45% as of
23 Friday.

24 But then you will see the areas
25 that are kind of colored white or a very, very

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2 light yellow. A lot of Manhattan, where the
3 response rates are over 50% and in some instances
4 over 60% so they're around the national average,
5 as well as large areas of the Bronx, large areas
6 of Northern Queens, for example. But the
7 information I provided with the testimony breaks
8 it down by neighborhood. So you can go by
9 neighborhood and as of Friday, see what the mail
10 back response rate is and you can compare it to
11 what the final result was in 2000. So you can see
12 if there was improvement from 2000 as of Friday.
13 Remember, we're not finished in receiving forms
14 back. Even if you look at the final result in
15 2000, we still don't have the final result now for
16 2010 in terms of the mail back response rate.

17 Starting in May the Census will
18 implement its final phase of the Census count by
19 sending Census takers or enumerators to those
20 households that did not mail back a Census form by
21 the deadline. There's a typo in my testimony. It
22 should say did not mail back the Census forms by
23 the deadline. Census takers will only ask
24 questions that appear on the 2010 Census form.
25 They'll carry government badges with their name

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2 and also carry an official U.S. Census Bureau bag.
3 Census takers may not ask to enter one's home or
4 ask for Social Security numbers, banking, tax or
5 income information or ask any questions about
6 citizenship or immigration status.

7 The City will assist in this effort
8 by updating its web site and 311 to provide
9 current information about the door to door phase
10 of the count, encourage all New Yorkers who are
11 visited to cooperate. We know City Council will
12 continue to assist in this tremendous effort and
13 do everything it can to let their constituents
14 know to cooperate.

15 Since the year 2000, New York
16 City's population has increased by 4.8%. Based on
17 U.S. Census Bureau estimates as of July 2009, the
18 city's population stands at approximately
19 8,392,881 million people. The projected
20 population of New York City following the 2010
21 Census is 8.4 million and we expect to meet this
22 goal. Thank you.

23 CHAIRPERSON VANN: Are you going to
24 follow Mr. Farthing?

25 MR. FARTHING: Yeah, please. I

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2 hope my voice holds up here. Good morning
3 everyone and all the members of the Council who
4 are here today. A lot of familiar faces, some as
5 Ms. Rose said from 2000 that worked with us. Mr.
6 Vann, I remember you working with us in 1990,
7 even, so that tells you how long I've been around
8 doing this.

9 I'm encouraged. There's still a
10 lot of work to be done on the Census but there's
11 some things I'm very encouraged about, as Stacey
12 said. Right now the participation rate for New
13 York--there's two things we're doing with the
14 Census. We used to look at response rates and now
15 we're looking at participation rates. A
16 participation rate means that we have taken out
17 things like vacant households and also households
18 that may be under foreclosure so that we can then
19 really look at households where we're expecting a
20 return of form reasonably. That helps us, I
21 think, in our looking at New York City and how
22 we're doing.

23 Right now on our Census web site,
24 as Stacey said, at 4:00pm every day we're posting
25 our participation rates. As of Friday our

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2 participation rate to the city was 56% and what we
3 did in 2000, if you look at our participation rate
4 it was 57%. We did a lot of work over the weekend
5 so I'm expecting us to do better for the city as a
6 whole than we did in 2000, which is very
7 encouraging for me. Again, there's still work to
8 be done, which I'm going to address.

9 Just to give you an idea, Manhattan
10 has already surpassed their participation rate of
11 2000. They're now at 63% as of Friday and the
12 participation rate in 2000 was 62%. Bronx has
13 also surpassed, they're at 58% with a rate of 57%
14 in 2000. What is also encouraging, Brooklyn is
15 just one point away. They're at 51% right now and
16 their rate was 52%. That doesn't mean that, of
17 course, we had stellar response from Brooklyn in
18 2000 but we're showing improvement over what we
19 did in 2000.

20 In this particular climate that
21 we're living in right now and all of the
22 challenges to do a Census in New York City and
23 where neighborhoods have even become more
24 difficult than they were in 2000, I'm very
25 encouraged by this. I didn't mention Queens and

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2 Queens is also one point away, 55% right now as of
3 Friday and 56%. So I'm hoping as of this
4 afternoon around 4:00pm when the new numbers come
5 out, I'm hoping to see some change. A lot of work
6 was done over the weekend in those neighborhoods
7 that Stacey showed you that have the darker
8 colors, orange and yellow there. So we're hoping
9 to get some surge from that.

10 Council Members, what I'd like to
11 tell you is to make sure you all understand the
12 Census process. The Census is done in four
13 components. The first component is where my
14 office works with the Mayor's Office and the
15 Office of Population and Housing with Mr. Joe
16 Salvo, where they help us. They're sworn in, like
17 other municipalities and they help us identify
18 housing units that the Census Bureau's address
19 list might list. Our address list is comprised of
20 our work that we do on our own in the Bureau and
21 the work that we do at the U.S. Postal Service and
22 then Mr. Salvo and his staff have historically
23 always added an incredible number of housing units
24 that we may have missed.

25 These are the homes that we are

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2 very well aware of here in New York that you would
3 never know, the basement apartments and back room
4 apartments. There's one mailbox and one doorbell
5 on the house but yet there may be four separate
6 apartments in the house. That's where city helps
7 us to find those units and try to get mail in
8 pieces.

9 The second component, which we do
10 between the, in this case it was March 9th up
11 until right now and that's once the forms are
12 mailed out. In that component, that's where we
13 let the public respond to the Census on their own.
14 We feel that we get the best data, of course, when
15 we're doing a Census that way. That process right
16 now is still ongoing. We've set some deadlines of
17 the 16th of course because we've never had a
18 deadline in the Census, at least for the three
19 decades I've been doing this. We've never told
20 the public that there's a deadline.

21 What the Bureau was hoping was to
22 see the sense of urgency this time around would
23 make a difference in getting us more mail response
24 from the public. As I said earlier, I expect to
25 see that data probably today and tomorrow as

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2 people mail in their forms over the weekend. A
3 lot of people they mail it in, in fact, even on
4 Monday morning. They filled it out Friday and
5 they're mailing it in today. So the next two days
6 we're hoping to see some surge from that with the
7 urgency and we'll get to measure whether or not
8 that actually does have an impact.

9 We will be accepting forms, as
10 Stacey said, all the way through the end of the
11 month. I want to explain to you what that means.
12 We have a deadline and what the Census does is
13 deadline is for forms that were mailed to
14 someone's house and has the Census bar code number
15 on it. That's how the Census Bureau can track
16 which forms have been mailed in.

17 We have another operation out
18 there, it's called Questionnaire Assistance
19 Centers and Be Counted sites. Those are forms
20 that we place in areas where we believe there are
21 still individuals that may not get a form. It may
22 be because of the composition in their home, the
23 way that they live. You have some families that
24 are a nuclear family and then yet you may have
25 other individuals that are staying in the home.

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2 Sometimes the family only puts themselves on the
3 form and they don't include the others who are
4 staying there. They may not include out of fear,
5 of course, they may not include people that are
6 living or staying in a basement for example.

7 So we have the Be Counted forms and
8 Questionnaire Assistance Centers open so that
9 individuals who feel that they're in that
10 category, they feel that they weren't counted or
11 they know for sure that the person they're living
12 with was not going to put them on the form then
13 they have an opportunity to get a form and Be
14 Counted. That operation will be shutting down
15 today. I know that you have some legislation that
16 you'd like to place forth but I'd like to explain
17 to everybody that that operation is a nationwide
18 operation, meaning that every jurisdiction around
19 the country is doing this all at the same time.
20 So for the Census Bureau to extend that time,
21 they'd have to extend it to everyone around the
22 country, not just the one municipality.

23 There are cost implications behind
24 that. Our Questionnaire Assistance Centers, as
25 you know, have individuals from the Census Bureau

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2 that are working, up to two individuals. So
3 there's money that would be required that has not
4 been appropriated by the Census Bureau nor the
5 Commerce Department or Congress to continue that
6 effort.

7 What's going to happen between now
8 and the day that the centers are closed and the
9 end of the month? What we're looking at right
10 now, forms will still be coming in and as they
11 come in we will accept those forms as they come
12 in. We hope that we get most forms in before the
13 end of the month so that on May 1st when we send
14 out an army of Census takers that we have hired
15 locally from each jurisdiction, we hope that
16 perhaps we can cross off some addresses off the
17 list so the Census taker does not have to knock on
18 their door.

19 We'll continue to knock on doors
20 throughout the month of May and into June until we
21 have made at least six attempts at each household.
22 Once we have done that, what we're allowed to do
23 is to see if there's anyone, maybe there's a super
24 or a landlord or a neighbor that can give us any
25 kind of information about who might be living

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2 there. This will not be the best data, of course,
3 but it's better to get individuals counted than
4 anything at all. What I mean by that is if
5 somebody doesn't know the name of the people but
6 they know five people live there and they can give
7 us any type of description. Are they male,
8 female, all of that helps so that's what we'll be
9 doing through the end of June. That's the third
10 component if this Census.

11 Now the final component, which
12 begins in July is where we go back and we actually
13 do what we call vacant checks to make sure that
14 any homes that we have coming in from our
15 enumerators as vacant. We want to make sure they
16 were not vacant as of April 1st. So we go back to
17 check on those. We also check on any forms. I
18 guess you're well aware of our Be Counted forms,
19 these are the Census forms that people could get
20 but they do not have a bar code.

21 We go back to check on any Census
22 form that's a Be Counted form that we can not
23 verify the address in our address file. So what
24 that means is the Census employee has to go back
25 out to the address, see if they can find it and

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2 then they have to try and verify with someone that
3 someone's living there. It's a big concern to me,
4 of course, for places such as stores or warehouses
5 where someone may have honestly come out and say I
6 want to Be Counted yet we go back to the site and
7 we hopefully will get someone that will say yes,
8 somebody lives here. The challenges of that are
9 great, of course as you can imagine, out of fear.

10 But I'm very appreciative to the
11 Mayor for his stance on the Census and repeated
12 news conferences that he's had and repeated
13 opportunities that he's provided to me to speak as
14 well when he's having a news conference so that we
15 can get that message across to everyone. That it
16 doesn't matter where you live or how you're
17 living, it doesn't matter whether you're a citizen
18 or not; we don't even ask that on the Census
19 questionnaire. We're just trying to get counted
20 so that we can get the best count possible.

21 I'd like to mention, also, just
22 some of the efforts that have been done outside of
23 what's Stacey's done, which I can say and go on
24 record that the response from this administration
25 for this Census has been extraordinary. I've done

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2 this for three decades and it's never been to the
3 levels of which we've had for this Census. I can
4 see where it has really helped us in our ability
5 to get the word out in many areas where it would
6 have been more of a struggle for my office alone
7 to do it. I would say that, too, with all due
8 respect many of you sitting at the pinch there
9 have also been contributing very heavily in your
10 efforts of getting the word out. Your words alone
11 to your constituents have been very helpful.

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13 I want to talk about the dark areas
14 here because I use a term in my office, you got to
15 know what's behind the map. When you know what's
16 behind the map, there's some areas there we
17 already predicted would be a very difficult sell,
18 if you will, in terms of getting the forms mailed
19 back. This Census we have spent, the federal
20 government has spent more money than ever in terms
21 of advertising dollars to actually advertise in
22 media, more than at a local level but even at the
23 ethnic level. It doesn't mean that every single
24 media outlet in the world gets some advertising
25 because there's a limited budget to do so but I
feel very comfortable in the fact that we were

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2 able to get messaging out on our radio stations
3 for the first time for the black Diaspora.

4 We actually had messaging going out
5 in programming to African radio and even
6 television and newspapers. Again, we're looking
7 for those that had the widest reach. Not every
8 single paper that's out there but those that can
9 get the message out to the widest audience,
10 because of cost implications, to our Caribbean
11 media. We never advertised to the Caribbean
12 strictly as a component. With the Caribbean, that
13 includes those that speak English and those that
14 speak, for example, French and Haitian Creole.

15 And then of course to our African
16 American component. To our Latino community,
17 there has been extraordinary emphasis on
18 recognition of the fact that Spanish speakers come
19 from many different countries. So we've tried to
20 utilize different mediums that reach those
21 individuals from those countries. For our Asian
22 community, for the first time ever, there are
23 groups that we have never advertised to before in
24 the past; Pakistani, Bangladeshi communities. We
25 are doing some work still with our Guyanese

1
2 community, Guyanese of Indian descent. So there
3 has been extraordinary efforts, we have a campaign
4 that's in 28 languages. We didn't have that in
5 2000. Of course we only had about 18 languages.
6 We created language assistance guides that are
7 mapped 60 languages. These are little guides that
8 individuals can get from our sites to help fill
9 out a form. We added, I think, the language
10 Macedonian to that as well.

11 We feel that the efforts, while
12 everyone could say you could do more and I would
13 always we always can do more. But there's a
14 limited time to do what we have to do and, of
15 course, things are budgeted out so we have to try
16 to do what you can within the budget that you have
17 available to you.

18 Finally, what I'd like to say is
19 that our partnership efforts. My staff alone in
20 2000 I had about 40 people max to go out. I got
21 about 10 more people maybe around April 1st in
22 2000. Out of a lot of screaming, I guess, to
23 Washington I needed some help here and they
24 delivered but that was very late in the process.
25 This time around, just for New York City alone, I

1
2 have a combination of about 160 partnership,
3 specialists and assistants that have been able to
4 go out and really, since May of 2009, we've been
5 able to go out and really saturate the city. But
6 saturate it in a way that we can get back up into
7 the communities.

8 The summer months are very
9 important for us so we can actually go to the many
10 events that the city offers, allows us to have
11 which are based in our ethnic communities. That's
12 our parades, the various events where we could
13 actually interact with the ethnic community. Very
14 key for our Latino community, for example, where
15 instead of just saying you did an event for
16 Spanish speaking communities. No, we were in the
17 communities, the Ecuadorian communities, the
18 Peruvian community, our Mexican community,
19 Dominican community. So we were able to really
20 make, I think, an inroads into getting the word
21 out.

22 We also attended many, many events.
23 Many of you here that are on the panel today,
24 we've asked you to help us with events or you've
25 showed up at our events. You've taken the time to

1
2 do messaging to the audience. We've been very
3 appreciative to you. Overall, I think in 2000 I
4 had about 10,000 partners in this area helping us.
5 For this Census we have 18,000. Now partners do
6 many different things; some do a lot more than
7 others. But we're very, very happy with the
8 response that we received from partners to help
9 get the word out.

10 Of course with the Census the
11 challenges still remain. We remain the toughest
12 city to conduct a city; no one has 8 million plus
13 people in the United States. Our next competitor
14 is Los Angeles with a little over 3.6 million
15 people. No one has the diversity that we have.
16 No one has the housing matrix that we have. I
17 always say that we're a vertical city; we live on
18 top of everyone. We also live in basements and we
19 also have some challenges.

20 We have people that are here that,
21 of course, with so much immigration we have many
22 different folks that are in, what I would call, a
23 number of different transitions here. Some are
24 citizens, some are legal residents, some are here
25 on a visa yet the visa has run out. We have some

1
2 that are just here and they have no paperwork
3 whatsoever. So there's a lot of fear out there.

4 We also have to contend with
5 culture. Every ten years the Census is done and
6 we have a whole lot of people that come to New
7 York City every ten years and they were not
8 involved in the previous Census. They may
9 understand or know what a Census is but they only
10 understand it from the way they, maybe recognize
11 the Census in their country.

12 When you look at the response
13 rates, for me it's a director. I'm very happy to
14 see improvement because with the odds working
15 against us in New York City, for all the things we
16 talk about and the difficulty to do things here
17 you expect to see decline. For all the efforts
18 that we put forth, if we didn't do those efforts,
19 of course, you can imagine what our response rate
20 would be for New York City.

21 We recognize that a lot of people
22 know about the Census but there's still some
23 hurdles for us to climb. The same areas that are
24 dark on the map there, I have some of the greatest
25 numbers of individuals that want to take our

1
2 Census tests and want to have Census jobs. So
3 that's still something to work on. They know
4 about the Census but there's still some fear or
5 reservations about returning the form.

6 We also find that with all the
7 efforts that we need to put forth when we start
8 knocking on doors in May. As which happened in
9 2000, we get a surprise response. We have a lot
10 of people that have filled the form out and just
11 said here, I wasn't going to mail it. We have a
12 lot of people that know why we're knocking on the
13 door. They've heard about the Census. It isn't a
14 surprise why the Census takers are coming.

15 We're doing more advertising, in
16 fact, beginning the last of week of May with
17 themes such as open the door to the Census taker
18 in languages, again. So that medium and messaging
19 will still be out. We didn't have that in 2000.
20 So the key is when we go knocking on the doors
21 with individuals from the community, who live in
22 that community that we've hired to work for us,
23 we're expecting people to know why we're knocking.
24 And we're hoping that they're going to cooperate
25 with us.

1
2 If anything looks like what we had
3 in 2000, I think we're going to be successful in
4 that effort. Again, we didn't have a lot of
5 people fighting us as the door and we didn't have
6 to explain or spend time explaining why we're at
7 the door because people knew why we were there. I
8 would not be too comfortable, though, in saying
9 that we don't need your help as Council Members.
10 I'm still going to ask the Mayor to continue to do
11 what he's been doing in terms of keeping the
12 public aware of what the Census is going to be
13 doing.

14 But the theme should now be to
15 everyone, if you have a form and you haven't
16 filled it out and mailed it back yet, yes you can
17 still do so. But by the end of the month, if we
18 don't receive it by the end of the month, we're
19 now going to be out. Beginning on May 1st we're
20 going to be knocking on doors from members of the
21 New York City community from each five boroughs,
22 knocking on doors to get that information.

23 I will have to apologize. We may
24 have some forms and our Census workers may be kind
25 of bypassing each other in the process so some

1
2 folks may have filled it out and our takers will
3 still ask them, hey, can you do this again. Now
4 luckily, it's only ten questions per person. It's
5 the shortest form we've ever had in the Census so
6 we hope that we'll get the type of response we
7 need to have a successful Census in New York.

8 So thank you for the opportunity to
9 speak to you today. I'm certainly here to answer
10 any questions you may have.

11 CHAIRPERSON VANN: Thank you very
12 much Mr. Farthing. We were joined by Council
13 Member Larry Seabrook who just stepped out for a
14 moment and to my front right, Council Member Erik
15 Dilan has joined us as well. I thank both of you
16 for your testimony, very comprehensive and very
17 clear, which we appreciate. I'm also glad to hear
18 that the 15th date is not like a final date, that
19 you will be receiving bar coded questionnaires
20 until the end of the month. Are you still sending
21 them out or you've already sent out everything to
22 be sent out?

23 MR. FARTHING: We've sent out
24 everything to be sent out. I did fail to mention,
25 if you look on our web site we have what we call a

1
2 telephone questionnaire assistance line. That's
3 been a source of frustration. I hope we do a
4 little bit better in 2020 with this but the line
5 is now doing what we know the public wanted the
6 line to do. As of the 12th of April, if anybody
7 calls that line they have staff on that line and
8 will actually take your information over the
9 telephone as well so that's another option that
10 the public still has to respond to the Census.
11 And it's in five other languages than English;
12 it's in Spanish, Russian, Vietnamese, Chinese and
13 Korean.

14 CHAIRPERSON VANN: Thank you. As
15 you may be aware, we have a resolution actually
16 asking you to extend, if you will, until. Perhaps
17 that resolution is meaningless and perhaps it will
18 add to the urgency that we all feel. This is a
19 hearing that unlike many others where we're all on
20 the same team here. We all want a good count and
21 so with nothing that we say or questions that we
22 ask is adversarial in nature. We're just seeking
23 ways to make sure we do everything we can to
24 improve that count.

25 You mentioned all of the money that

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2 is being spent and the extraordinary effort that
3 everybody's making and all of the progress that
4 we're having. You seem to suggest we will
5 probably, we may surpass the participation rate of
6 ten years ago. And that is good but let me
7 quickly state that it's not the goal. The
8 standard is not beating ten years ago. The
9 standard is reaching the projected goal, which I
10 believe is 70%. Is that 70% goal based on the
11 completion of all four phases or is that 70% based
12 on the mail back participation?

13 MR. FARTHING: I think Stacey and I
14 both have a lot to do with that.

15 MS. CUMBERBATCH: Mine is 100%.

16 MR. FARTHING: One of the things,
17 Councilman, what we did and I've gone on record to
18 do this. We really wanted to set the bar high.
19 The City of New York knows what we did in 2000.
20 We wanted to set a high bar for us to try to
21 reach. Again, as I tried to explain, we're doing
22 this Census in these four components so that we
23 want it to really--it's a federal government
24 concern more than anything else. It costs \$59
25 each time a Census taker has to go out and knock

1
2 on a door. We're not talking about New York City
3 especially. We're not talking about somebody
4 going one time and knocking on a door.

5 In New York City, as complex as we
6 are, the wonderful place that we are. But we have
7 individuals that work three jobs. They're not
8 even home on the weekends. So what is a good time
9 to knock on somebody's door? There isn't. So
10 that's why we're trying to get the forms back at a
11 higher rate of course.

12 The 70% is really something that we
13 set but we still are very encouraged because we
14 want improvement. But we also know that the areas
15 where we're not getting the response, we're well
16 prepared for that, staff to go out and knock on
17 the doors. Again, that's the other component of
18 the Census that gives us the good count that we'll
19 need.

20 CHAIRPERSON VANN: Ten years ago,
21 the last Census, what participation rate did you
22 earn as a result of the enumerators going out?
23 Where was it after the mail batch participation
24 and then what we achieved through the enumerators,
25 ten years ago?

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2 MR. FARTHING: A participation rate
3 really is that mail out, mail back phase. We stop
4 tracking that typically as, again we'll stop
5 tracking it around the end of this month. This
6 time we're going to do it April 23rd is when we
7 stop tracking participation rates. On May 3rd
8 we'll actually give you participation rates for
9 the city.

10 What happens with the enumerators
11 is that they basically have a list of every single
12 address that we have on file of those bar coded
13 questionnaires that did not come back. What
14 they'll do is they'll go out up to six times.
15 They'll knock on doors. There isn't a
16 participation rate any more; this is a get out and
17 get the job done rate. They have to knock on
18 every single door up to six times.

19 What we have is what we call a last
20 resort mode. So that if we don't have and we
21 can't get any information from anybody for
22 whatever reason, we then are allowed to go and try
23 to see if we have a knowledgeable neighbor,
24 superintendent or somebody who can give us
25 something. What we don't want to do is walk away

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2 with a house that we know isn't vacant and not
3 have information. So we then allow our
4 enumerators to go out at that process at the end
5 to do that.

6 CHAIRPERSON VANN: Yeah, I
7 appreciate the clarification of the process. What
8 I'm seeking though is when you received the mail
9 back ten years ago, you had a participation rate.
10 What was that, do you recall?

11 MR. FARTHING: What was calculated
12 was 57% for the City of New York.

13 CHAIRPERSON VANN: What was the
14 final rate of "participation" as a result of the
15 completion of all four phases ten years ago. We
16 went from 56 to what.

17 MR. FARTHING: Again, we would only
18 do a participation rate during that second phase,
19 which is the mail out, mail back. Afterwards
20 we're not tracking participation rate after that.

21 CHAIRPERSON VANN: Okay, well let's
22 not call it a participation rate.. What was the
23 final rate that we, ten years ago, from everybody
24 that was involved in getting a Census form back?

25 MR. FARTHING: Okay, so for that

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rate it would be 55%.

2

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CHAIRPERSON VANN: 55.

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MR. FARTHING: Mm-hmm. And that's

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when we also included vacant addresses and any

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other addresses that were kind of in transition,

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was 55%.

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CHAIRPERSON VANN: So it would seem

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that the final phase, which is an extensive phase,

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a lot of personnel, a lot of money, does not

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yields the type of response that we want or we

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would expect. Is that fair to say?

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MR. FARTHING: No, I think those

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phases are kind of exclusive of one another. Once

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we know, like I said the participation rate of

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tracking this and giving you a number to look at

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is how well you did with public response to the

18

Census. Afterwards, what we do, once we know

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which households responded and which ones didn't

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we then go out and knock on doors. We don't track

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a participation rate with that. What we have is

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you have addresses where you have to get

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information for those addresses and that's what we

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do. We go out and it's get what we can. Either

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they're going to cooperate with us or we have to

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2 find out something from the house or a neighbor
3 who can give us information.

4

CHAIRPERSON VANN: Okay, someone
5 may come back to you with a follow up to that
6 question. Be prepared for it.

7

MR. FARTHING: Okay.

8

CHAIRPERSON VANN: Definition of
9 participating rate, it includes the households
10 that receive forms. Are there many households who
11 failed--everybody okay back there? He's one of
12 us. He's one of ours. How many households failed
13 to receive the forms initially mailed or another
14 way of saying it is how many forms have you had to
15 mail out after your initial mailing?

16

MR. FARTHING: I don't have that
17 total yet. One of the things that happens, a
18 little source of frustration is that in
19 cooperation with the Post Office, when we mail out
20 the forms through the Post Office we have to kind
21 of wait and sit back to find out if individuals
22 didn't get a form. That's really something where
23 the public has to let us know. We've had calls
24 from Council persons, Councilwoman Brewer and they
25 notified us. That's been helpful to us because

1
2 what we then can do is go and check not only our
3 address records to make sure it's a good address.
4 Then we go and try to find out what might have
5 been the problem with the Post Office.

6 What happens is two things. We
7 have a situation. I can't give out addresses
8 because of confidentiality but we have a situation
9 where we know some buildings because the
10 Councilwoman brought it to our attention. When we
11 looked at it, we weren't happy with the file. We
12 saw that there might have been some kind of mail
13 mix up. What we're going to do is go out to
14 actually do an earlier enumeration of those
15 buildings. Working with the building manager and
16 going out early because we feel that's the best
17 way to get everybody counted.

18 We don't want to put the public
19 through too many different processes with the
20 Census at one time. We feel that going in and
21 doing enumeration, we can do that a lot better and
22 more thorough. But I don't have a number as to
23 how many places didn't get a form because I still
24 have to wait for the Post Office to even mail
25 those back so they may not have done that yet. We

1
2 do know that number a little bit later on in the
3 process but that's probably not until May when we
4 think we've gotten everything back from the Post
5 Office that they're going to send back to us.

6 CHAIRPERSON VANN: What causes a
7 double mailing, if you will? A person who
8 receives it, they send it, they fill it out, send
9 it in. Maybe a week or two later they get another
10 questionnaire. What causes that and how should
11 they respond to that?

12 MR. FARTHING: I would tell you
13 it's a good thing, not a negative. What the
14 Census Bureau realizes is that when we send out
15 the form a second time, which is what we did--

16 CHAIRPERSON VANN: [Interposing]
17 Would you stop for a brief interruption?

18 MR. FARTHING: Sure.

19 CHAIRPERSON VANN: I noticed the
20 middle school from Ghana. Just a moment, I'd like
21 to recognize the fact that you are here.

22 [Applause]

23 CHAIRPERSON VANN: It's very rare
24 we get visitors from as far away as Ghana, West
25 Africa. This is a middle school. They're

1
2 visiting with us this afternoon. We're very
3 pleased to have you. Hope you have a safe trip
4 back and all the blessings. Thank you for coming.
5 Let's give them a round of applause, from Ghana,
6 West Africa.

7 [Applause]

8 CHAIRPERSON VANN: I'm the chief
9 in... Now, where were we?

10 MR. FARTHING: We were talking
11 about the second mailing. The Census Bureau
12 realized that they get a huge bump in response, as
13 we did in 2000 by mailing a second form, usually
14 at the end of March, right before April 1st. You
15 wouldn't imagine the number of calls that we get
16 when the forms are first mailed out and everybody
17 calling back, well, I threw the form away, I can't
18 find it. That's the reason why we send out a
19 second form.

20 In the package there's a letter
21 from the Census Director explaining to everyone
22 that if you already mailed your form back, you
23 don't have to return that second form, if you
24 already completed and mailed it back. But if you
25 haven't then please fill out this form and mail it

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2 back.

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CHAIRPERSON VANN: So you don't have to mail it back. You can just destroy it?

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MR. FARTHING: Destroy it. We have that in the letter that comes with the packet.

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CHAIRPERSON VANN: My guy was misinformed. He told me to put a zero in and send it back; did that as of May. One other question to Ms. Cumberbatch and then I'll open it up for the other Chairs and members. You indicated as part of your plan to increase the number you're updating your web site and the use of 311 update and it has been expressed how important it is that doors are opened, that people are responsive to the enumerators and other. Are there any other things that the city is doing and can do to facilitate this very important process?

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MS. CUMBERBATCH: Similar to what we did on the front end of this process in using all the city agencies to get the message out about why the Census is important; it's come and participate. Using those similar networks to get the message out that it's not over, that there's still time to mail back your form until the end of

1
2 the month and that subsequent starting in May to
3 cooperate when Census takers come. If you didn't
4 mail back the form, spend a few minutes, open up
5 the door, here's the basic information.

6 Actually to give people accurate
7 information on what to expect when someone comes
8 to their door so if they're not sure here's the
9 ID, here's what it looks like. They should have a
10 bag. They should never ask to come into your
11 house. All the things that you want to
12 communicate to the public, what to expect in that
13 process and to encourage cooperation.

14 Obviously, looking at this map and
15 seeing where response rates are as of Friday,
16 we're hoping that all of those neighborhoods on
17 this map that are showing up as orange or dark
18 orange will do better. But if those are the
19 neighborhoods where a disproportionate amount of
20 households have to be visited by Census takers,
21 then yes, we want to work with the organizations
22 that are already working in those neighborhoods on
23 the ground to make sure that they continue their
24 outreach and messaging to the community that
25 Census takers are coming, where's where we ended

1
2 up in terms of the participation rate. So we're
3 going to have a lot more Census takers coming
4 around to many more homes. It's still important
5 that you can still participate and Be Counted and
6 this is why it's important.

7 So some of that same messaging,
8 some of that same collaboration that we've been
9 doing all year long with organizations as well as
10 many of the organizations in Bed-Stuy for example,
11 we will continue to do.

12 CHAIRPERSON VANN: Okay. First,
13 the city agencies of which there are several which
14 had outreach capacity that you are employing in
15 this process, I gather is there something unique
16 or different we'll be doing in this interim period
17 as we go from one phase to the other?

18 MS. CUMBERBATCH: The outreach is
19 outreach. I think it's the messaging in that
20 outreach. So for example when we talked about
21 working with Department of Youth and Community
22 Development and all of their vendors, all of their
23 contractors, non-profits that are out in all these
24 different communities. They get funded by DYCD to
25 provide all these kinds of services.

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2 Immigrant related services, all
3 kind of youth services, using that same network as
4 we've done in the past to say okay, since this is
5 the next phase of the operation, here's the
6 messaging you need to do with your clientele as
7 they come in. So we'll continue to do that.
8 We'll continue to use all mechanisms of city
9 agencies to get that message out. But at the end
10 of the day, it's a combination of the city agency
11 network in conjunction with elected officials and
12 non-profits and faith based leaders, all of those
13 stakeholders actually being on the same page and
14 promoting this message of filling out the form,
15 mailing it back at the end of the month, which we
16 can do today until April 30th.

17 And then making sure that all of
18 these households that didn't cooperate or didn't
19 mail back the form in the first instance known
20 that look, a Census taker is coming, it's going to
21 take a few minutes. Just open the door, here is
22 the exact information they're going to ask you.
23 Give that information as it pertains to everybody
24 in your household and then we'll get an accurate
25 count.

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2 CHAIRPERSON VANN: That is a great
3 theory and if that all works well, we'll probably
4 get good response. But how do you know that's
5 happening? What is the accountability for those
6 city agencies?

7 MS. CUMBERBATCH: I think what the
8 accountability is, is first of all those agencies
9 sending out information via email, via
10 presentations that my staff--when I say working
11 with city agencies, myself and my staff here, we
12 actually went out and did those presentations to,
13 for example, Department of Youth and Community
14 Development has community advisory councils that
15 are a part of the Community Development Block
16 Grant mechanism where those councils are set up.
17 We did presentations for the members that are
18 community leaders. Some of them are residents of
19 NYCHA and residents leaders, some are residents in
20 various community leadership to do those
21 presentations, provide that material.

22 Yes, at one level you do have to
23 operate on faith with community based
24 organizations and different people on the ground
25 who say they're interested in going out and

1
2 reaching out door to door to communities. But I
3 have no way, as an organization or as a small
4 office, to account for did everyone do exactly
5 what they were going to do, whether that is city
6 agency or whether that is community based
7 organizations.

8 I can tell you that all the city
9 agencies put up the posters, disseminated com
10 cards, send email blasts because I was part of
11 that in drafting that so I know that happened.
12 But whether or not community based organizations,
13 block associations, community education councils,
14 etc and everybody went out and did something
15 directly what they were going to do, well we
16 really don't know.

17 What we know is the result and
18 right now our result is about breaking even with
19 what we did in 2000. We certainly can do a lot
20 better. We still have some time to actually get
21 those forms completed and mailed back. It really
22 requires a lot of, actually, neighbor to neighbor,
23 door to door effort to get the people to
24 understand that form and fill it out and if they
25 don't have the form to find a place where they can

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get the form.

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[Applause]

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CHAIRPERSON VANN: Councilwoman
Gale Brewer, co-chair.

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COUNCIL MEMBER BREWER: Thank you
very much and thank you both for answering my
emails all the time. The 311, when I have been
handing out literature on the street with the
borough president's office April 1st telling
people to respond, young people say email it
directly. Of course when they don't get the forms
or have questions or most people call 311. So how
many calls have come in to 311 and how are they
handled?

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MS. CUMBERBATCH: Wow. I didn't
bring the sheet that tracks all the calls since
311 was put up in operation.

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2 COUNCIL MEMBER BREWER: When was it
3 put up in operation?

4 MS. CUMBERBATCH: First of all, 311
5 has been up since April of last year when the
6 office was put into effect, giving basic
7 information about the Census. The Census is
8 coming, here's what it is and then referring
9 people to our web site. We updated it right
10 before the forms went out March 15th. So starting
11 March 15th, 311 was able to refer callers to the
12 five hotlines that the Census Bureau had online in
13 English and in the four--

14 COUNCIL MEMBER BREWER:
15 [Interposing] And those are 24 hour hotlines and
16 somebody answers them?

17 MS. CUMBERBATCH: No. The Census
18 Bureau's hotlines are not 24 hours. I think
19 they're from 8:00 to--well, they're automated
20 hotlines. Now they have a live pass off but
21 before they were automated so people could call,
22 get basic information about here's your form. If
23 you need assistance in answering it in certain
24 languages, it did that over the phone for you.
25 Then I think it also refers you maybe to a web

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2 site, right?

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Now what the hotlines do is if you call 311 you still may get one of the five automated lines, English and the four other languages but you also could be transferred to a live representative to actually give your Census information for your household over the phone.

COUNCIL MEMBER BREWER: During the day time hours?

MS. CUMBERBATCH: During 8:00am to 9:00pm, our time zone.

COUNCIL MEMBER BREWER: Five days a week or seven days a week.

MS. CUMBERBATCH: Five days a week, I think. It's seven? Seven days a week. I can get you the information to track 311.

COUNCIL MEMBER BREWER: I would like to know the numbers.

MS. CUMBERBATCH: But let me just tell you a couple of things from what I remember and what I observe. We had a huge peak of 311 inquiries right before April 1 Census date because people thought that was the deadline or knew that was an important date. So it's interesting we had

1
2 a surge in call. I think we had like 1,000 around
3 the day before, two days before. And the city in
4 terms of an overall participation saw a three
5 point bump, which was the largest bump it saw in
6 one day right around that time. So people
7 anticipated April 1st was an important day, got to
8 get the call in, saw a surge in calls, a bump in
9 three points.

10 In the weekends, I can tell you 311
11 goes down and it may do that system wide, I'm not
12 sure. But it was Easter, we had Easter weekend,
13 we had a couple of holidays. But I can provide
14 that information...

15 COUNCIL MEMBER BREWER: That would
16 be helpful.

17 MS. CUMBERBATCH: Starting from
18 March 15th.

19 COUNCIL MEMBER BREWER: Okay. Is
20 this not in the geographic database problem with
21 the larger buildings that I brought to your
22 attention. How are you going to determine is it
23 just complaint driven. I had five buildings, as
24 you know, with absolutely no forms whatsoever. I
25 assume those have been rectified. But my question

1

2 is how do you find out citywide if there are other
3 similar situations? Or just from busy bodies like
4 me?

5 MR. FARTHING: Well, I wouldn't use
6 the term busy body.

7 COUNCIL MEMBER BREWER: Oh, I'm a
8 busy body.

9 MR. FARTHING: You really helped us
10 out tremendously.

11 COUNCIL MEMBER BREWER: I'm a busy
12 body. Go ahead.

13 MR. FARTHING: As we get a call in
14 from the public that forms weren't received,
15 that's how we then have to react. Like I said,
16 when we get the call--

17 COUNCIL MEMBER BREWER:
18 [Interposing] But how about working with REBNY or
19 RSA, the owners of these buildings to ask them to
20 send out to their management firms? Go ahead.

21 MS. CUMBERBATCH: Let me just add
22 that actually my office did reach out to the real
23 estate board and did have an email--that's the
24 example of some of the work that my office did in
25 reaching out to a non-profit that represents most

1
2 of the managing large buildings managing agents.
3 They sent out an email blast to their building
4 managers probably before the forms were mailed.
5 We provided them with text and other information.
6 So yes, we can use that--

7 COUNCIL MEMBER BREWER:

8 [Interposing] Can you let us know if you received
9 any response from REBNY?

10 MS. CUMBERBATCH: In terms of
11 complaints that building managers didn't receive
12 the forms? Sure.

13 COUNCIL MEMBER BREWER: Okay. But
14 in other words I had five. If they never
15 responded and I'm the only one to know then I
16 worry that there are other such buildings that did
17 not respond.

18 MS. CUMBERBATCH: Yes.

19 COUNCIL MEMBER BREWER: I'm sorry,
20 I did not mean to cut you off.

21 MS. CUMBERBATCH: That's all right.

22 COUNCIL MEMBER BREWER: The other
23 question I have is this bar code versus pick it up
24 in our office forms, people come in all day long
25 and we give them forms. The question is are you

1
2 counting the ones without the bar codes. In other
3 words when we look at that burnt yellow, does that
4 include the people without the bar codes? Because
5 it's kind of like the affidavit ballot, we worry
6 it's not going to Be Counted. So how are you
7 going to count that. And the person who fills
8 that out are they still going to get a knock on
9 the door and tell the person to go to hell because
10 they already filled it out.

11 MR. FARTHING: Yes.

12 MS. CUMBERBATCH: Yes.

13 MR. FARTHING: Let me answer that
14 last question.

15 COUNCIL MEMBER BREWER: It pisses
16 people off, though. Go ahead.

17 MR. FARTHING: Yeah, we understand.
18 That's why we're very, if you will, we're kind of
19 guarded about this Be Counted program because in
20 essence when you're trying to mail out a form with
21 a bar code and you want that particular form to
22 come back. Then you have individuals that,
23 unfortunately they're caught on the street and you
24 happen to catch their attention. Did you fill the
25 form out and they go no. You hand them one of the

1

2 forms without the bar code and that's the one they
3 send in.

4

5 Now what happens is that we're
6 still tracking all the bar coded forms right now.
7 The forms--

8

COUNCIL MEMBER BREWER:

9

[Interposing] But the bar coded forms should be up
10 on that map.

11

MR. FARTHING: Yes, they--

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COUNCIL MEMBER BREWER:

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[Interposing] They are?

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MS. CUMBERBATCH: Yes.

15

MR. FARTHING: That's what it is.

16

17 That's what that is. Now we have individual that
18 may have mailed back the form that wasn't bar
19 coded, the one that you might have given out to
20 somebody.

21

COUNCIL MEMBER BREWER: I have tons

22

23 of them that they mailed them in.

24

MR. FARTHING: Right. So what

25

26 might happened is they don't start until May when
27 they're actually looking at the forms without the
28 bar codes.

29

COUNCIL MEMBER BREWER: Who's they?

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2 The Census?

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MR. FARTHING: That's our Census Bureau process.

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COUNCIL MEMBER BREWER: And that's out of Washington or New York?

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MR. FARTHING: Actually out of three sites. We have processing offices around the country, three of them.

10

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COUNCIL MEMBER BREWER: Then it can't be too hard to count them.

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MR. FARTHING: They'll Be Counted. The only way in which they would not Be Counted is remember I mentioned to you there was a fourth phase of what we do. We actually go out for any form that's a Be Counted form that has an address on it that we do not recognize in our address list.

19

20

COUNCIL MEMBER BREWER: Yeah, I know.

21

22

23

MR. FARTHING: Then we go back out and check that to verify it. But the process is that yes, they're going to Be Counted.

24

25

COUNCIL MEMBER BREWER: All right. I do think that people need to--the quicker the

1
2 better because then you could put them on a
3 database and then the person doesn't have to knock
4 on the door. I just say that because it just
5 gets--Council Member Vann mentioned, when they get
6 two forms they call me immediately. When they get
7 three forms they really get upset. What it does
8 is it sends a message that the Census Bureau is
9 not organized. Even though they get the letter,
10 they get three forms and they think that you're
11 not organized. I just say if you could count
12 those non-bar codes and get them on some kind of
13 don't knock the person's door, it helps. I could
14 count them for you. We could all count them for
15 you - fast.

16 MR. FARTHING: I will agree there's
17 some work to be done in that area. Unfortunately
18 I don't think it's going to be done for 2010 but I
19 do agree with you that we have to have a better
20 process.

21 COUNCIL MEMBER BREWER: That just
22 makes me crazy.

23 MS. CUMBERBATCH: Can I just
24 clarify something?

25 COUNCIL MEMBER BREWER: Yes.

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MS. CUMBERBATCH: Not every

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household got two forms.

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COUNCIL MEMBER BREWER: No, but let

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me give you an example. You know what happened in

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my neighborhood? Rodriguez got them, staff member

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of mine, Wong got them, they both filled them out

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and Brewer didn't. So I assume we're all living

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within five blocks of each other. I think what

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happened is you picked the so called ethnic names

11

and sent them.

12

MR. FARTHING: No.

13

MS. CUMBERBATCH: No.

14

COUNCIL MEMBER BREWER: I don't

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know, but that's what it feels like.

16

MS. CUMBERBATCH: I think they did

17

it--

18

COUNCIL MEMBER BREWER:

19

[Interposing] And they get all upset - -.

20

MS. CUMBERBATCH: They said they

21

did it by hard to count groups as well as low

22

response rate.

23

MR. FARTHING: And it was also done

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by block. You're saying that you could have been

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on one side of the block and we didn't do that

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2 particular block.

2

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COUNCIL MEMBER BREWER: I don't

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know. Let me ask you about agencies. I know that

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the agencies are working but I've done a couple of

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forms with the Housing Authority. What more could

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the Housing Authority do? What more could the

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senior definitely do, etc? Because the Housing

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Authority, more or less, they don't know about all

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the people we stick in apartments in don't tell

11

anybody. But generally the Housing Authority

12

knows whose there, research knows whose there.

13

How can the Housing Authority really do more than

14

what they're doing to help? What are you doing

15

and how are you doing to help them do that?

16

MS. CUMBERBATCH: So let me clarify

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one thing. Yes, the Housing Authority has

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administrative records but that does not form the

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basis for the Census. Forms do go to all those

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apartments within NYCHA.

21

COUNCIL MEMBER BREWER: I know.

22

MS. CUMBERBATCH: And people like,

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in NYCHA, who live anywhere else in the city are

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expected to fill them out and mail them back.

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COUNCIL MEMBER BREWER: I know

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that.

MS. CUMBERBATCH: So let me say a couple of things about NYCHA is that number one, NYCHA was one of the first city agencies to actually step up and enter into a memo of understanding with my office to assign a staff person with us starting in I think it was February, March. Carmen Matias [phonetic] is sitting here.

COUNCIL MEMBER BREWER: I know Carmen. She's great.

MS. CUMBERBATCH: Who's been on loan to us for almost a year and a half to help the office generally but specifically do outreach into NYCHA developments. So some of the first presentations that we did was with all of the different bodies of the resident leadership within NYCHA, Council of Presidents, district leadership, the individual developments. We obviously mapped out how developments did in 2000, shared all that information with the leadership so people could really understand the Census, here's how you did, in terms of the mail response rate at the time, not the final response rate.

1
2 Try to emphasize the importance of
3 the Census, the fact that one of the challenges
4 with NYCHA is that it's not just about counting
5 "authorized residents" on the lease but folks that
6 live there.

7 COUNCIL MEMBER BREWER: I know
8 well.

9 MS. CUMBERBATCH: The Chairman of
10 the New York City Housing Authority did a letter
11 that was put under every apartment door that
12 reinforced the importance of the Census and
13 reassured folks that the information you provide
14 to Census is confidential. It doesn't get shared
15 with NYCHA. NYCHA doesn't care who lives there,
16 whether authorized or unauthorized, they're not
17 going to take any action against that tenancy,
18 putting this information on NYCHA's web site,
19 putting it in the journal several times.

20 COUNCIL MEMBER BREWER: Okay.

21 MS. CUMBERBATCH: In addition to,
22 as of last week, the Chairman sent another letter
23 with May rent bill saying hey, here's where the
24 city is at in terms of participation. We can
25 still do better, there's still time. Fill out the

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2 form, mail it back.

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Now what can NYCHA do more? Well, I will tell you that the resident leadership of NYCHA, we could break down all the buildings and as a community we could go floor to floor and organize floor captains to go door to door to get folks to fill out the form.

COUNCIL MEMBER BREWER: And work with the unions, I would also suggest.

MS. CUMBERBATCH: Absolutely. By the way, we worked with the Teamsters. We reached out early on. They provided their support. I think in fact they did do group calls to their membership but they conveyed that information and outreach to their membership

[Crosstalk]

COUNCIL MEMBER BREWER: Okay. I know other people have questions. One of the key questions, once you have your army on May 1st and your army starts to knocking on doors. I don't know if this is legally possible but I bet Al Vann knows every single block in his district. I know he does and so do I and so do the community boards. So when you have your army, it would be

1
2 helpful to, if it's appropriate, sit down with the
3 community boards, that's another city agency, to
4 say if this X person is head of the army for this
5 district then let's work together.

6 Because we know who lives on these
7 blocks, who's like the block captain who can tell
8 you this is a building that if you can't get into
9 it, we can get into it. Otherwise you're just
10 going to be knocking on doors, particularly in
11 communities that have tall buildings. And they're
12 never going to let you in. So I just say it's
13 great to knock on doors but if you can't get into
14 the building it's not going to be helpful.

15 So I really stress that you work
16 with the community boards, elected officials. I
17 know you have but that means an actual sit down
18 discussion about these are my problem blocks, who
19 can I have to help me get into these buildings.
20 Is that going to happen?

21 MR. FARTHING: What has to happen
22 first, you know the Census is a confidential
23 process...

24 COUNCIL MEMBER BREWER: I know.

25 MR. FARTHING: ...you can't divulge

1

2

the addresses where we have to go and Census

3

takers can not--

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COUNCIL MEMBER BREWER:

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[Interposing] Okay, can the head of the army for

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that district say we have a problem on this block

7

or you can't even do that?

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MR. FARTHING: No, what we will do

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as my staff goes out we have to let them go out

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without non-Census personnel or media or anybody

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else. If they run into problems and are not

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allowed access or entry into the building, we

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certainly have some things that we can do. We

14

send letters to remind the management company that

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they have to allow us. When that doesn't happen,

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afterwards then we come to our elected officials

17

or those that know--

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COUNCIL MEMBER BREWER:

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[Interposing] Community boards, too because

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they're...

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MR. FARTHING: Community boards.

22

COUNCIL MEMBER BREWER: ...another

23

city agency.

24

MR. FARTHING: Right. And that's

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the value of the partnerships we've created so

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when we get to that point we can do that.

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COUNCIL MEMBER BREWER: Okay. I'm just saying the earlier the better that you do that because we can cut--

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MR. FARTHING: [Interposing] I have to--

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COUNCIL MEMBER BREWER: [Interposing] --a great deal of time. I understand confidentiality but this is not a city that can Be Counted unless you use some of these very, very, very informal networks.

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MR. FARTHING: I would say, basically, to be on call. We know that they're will be instances where we might have that so we hope that you'll be on call when we call you, that you're ready to help us.

18

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COUNCIL MEMBER BREWER: All right. Thank you.

20

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CHAIRPERSON VANN: We've been joined by Council Member Gentile to my left front and Council Member Julissa Ferreras in the center very powerful triumphant to my left. The next question is to Council Member Diana Reyna.

25

COUNCIL MEMBER REYNA: Thank you

1
2 Mr. Chair and I want to thank all three chairs for
3 this very informative hearing on the Census and
4 its update. I want to just raise an issue that I
5 received phone calls on. There were complaints
6 coming in to my office where there were certain
7 sites of multiple dwellings where mail was being
8 left on the floor of lobbies. I do hope and you
9 have a follow up comment to let me know that this
10 was corrected. That there was conversations with
11 the Postmaster to make sure, to guarantee that
12 mail is being delivered to each individual
13 mailbox.

14 Because my understanding from our
15 private conversation is that the bar code mail in
16 form is indicative of the urgency that places the
17 Census or the action of mailing it in to be at one
18 of the indicators as to how the door knocking is
19 going to be implemented, executed in coming weeks.
20 If you could just tell me what have you done in
21 order to be proactive in ensuring that the
22 Postmasters and that the message trickles down
23 from upper management to the mail man himself,
24 mail woman.

25 MR. FARTHING: Keep in mind the

1
2 U.S. Census Bureau and the U.S. Postal Service are
3 two distinct government agencies. What has to
4 happen at the top level and our Director has had
5 conversations with the national Superintendent of
6 the post offices, it's through his efforts that he
7 got the messaging down to his superintendents.
8 For this Census, we weren't allowed really to go
9 in to directly talk to the superintendents about
10 the process because the postal service said they
11 were going to handle that.

12 What we are allowed to do when we
13 find out the calls, the very things that you have
14 mentioned, when we do find that is happened we do
15 then immediately then go over to the post office
16 and speak to the Post Office Master at that
17 particular site. Again, it's really up to that
18 person, then, to talk to either the carrier's
19 supervisor or the carrier themselves. But we do
20 make that effort, at least, to let them know
21 that's not how we need to have the mail delivered.
22 The sooner we know about it, the quicker we can do
23 something.

24 COUNCIL MEMBER REYNA: I'm letting
25 you know post offices in the zip codes of 11206

1
2 and 11211 are the two zip codes of which
3 Postmasters or Superintendents have to be notified
4 just to make sure. Because the calls were coming
5 in and I didn't want to make it seem like this is
6 the average campaign literature or newsletter
7 where people ignore. And so I want to make sure
8 that we're treating it with urgency even at the
9 mail service component of this effort.

10 MR. FARTHING: I will assure you,
11 once we get wind of it. And it doesn't come to my
12 office sometimes, it comes to my local Census
13 offices and they find out about it. We're very
14 quickly reactive to the Post Office. You have to
15 keep in mind, the carrier, if you don't stop the
16 carrier, get a hold of that carrier it's happening
17 they're going to continue that kind of behavior.
18 So the whole idea is try to get a hold of them
19 quickly to stop them.

20 COUNCIL MEMBER REYNA: I appreciate
21 any effort that you can make on making certain
22 that that phone call is placed if it hasn't
23 already. And I wanted to just understand the
24 participation rate here on the chart you
25 mentioned. For instance to call out Brooklyn

1
2 being the largest borough has the least in
3 reporting. The final participation for 2000, is
4 that reflective of both mail in and door to door
5 or is it only mail in?

6 MR. FARTHING: It's only mail in.

7 COUNCIL MEMBER REYNA: So we're one
8 point behind on the 2000 mail in participation
9 rate.

10 MR. FARTHING: As of Friday.

11 MS. CUMBERBATCH: As of Friday and
12 actually it's like 56.8% so if you really want to
13 round it up we're even with where we are at the
14 end of the day in 2000.

15 COUNCIL MEMBER REYNA: Right. So
16 we're not doing any better. With all of the
17 development boom that we've seen in the City of
18 New York, particularly in Brooklyn, it's very
19 disappointing. As much as I want to stay
20 encouraged, it doesn't feel like there's any
21 reason to be encouraged but rather that we have a
22 lot more work to do.

23 MR. FARTHING: The work, actually,
24 you got about a week, I think if you want to
25 encourage people to mail the form back. On May

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2 1st we're knocking on doors. What I would tell
3 you is to be encouraged and the reason why is
4 because if we didn't put forth all the effort that
5 we did now. You have a city that is diverse as
6 New York, all of the new growth that's come in,
7 that you have mentioned.

8 Neighborhoods have changed in ten
9 years. The same neighborhoods that used to do
10 well in the Census, some of them have changed.
11 You look at Southeast Queens, you look at parts of
12 Brooklyn, Bensonhurst for example if you've taken
13 a ride down there. You look at Canarsie. When I
14 did the Census in 1990 and even in 2000, Canarsie
15 was undergoing a lot of change. Now, Canarsie is
16 largely Caribbean and so that gives us a greater
17 challenge when we're trying to reach out to the
18 Census. These are a lot of folks, many are
19 undocumented.

20 You look at 11206, which is where I
21 live as well, and the change is just dramatic. We
22 have a lot of new housing there that wasn't even
23 there before.

24 COUNCIL MEMBER REYNA: Correct.

25 MR. FARTHING: It's a whole lot of

1
2 complexity involved around this but for all that's
3 going on in this city, I'm very encouraged for us
4 to do, which we're going to. We're going to do
5 better in terms of response to the Census than we
6 did before. But you got to always keep in mind
7 that the Census isn't over once you see the mail
8 response, that's when we go out and knock on
9 doors.

10 All we've been trying to do all
11 along is to see if we can get more people to
12 respond to this so the government doesn't have to
13 spend that \$59 per person knocking on doors. In
14 the old days, that's how we did the Census; we
15 went and knocked on every single door. So we're
16 trying to build in some efficiencies and not have
17 to spend at much money considering how much it
18 costs nowadays to knock on a door.

19 MS. CUMBERBATCH: Can I just add
20 one more thing?

21 COUNCIL MEMBER REYNA: Sure.

22 MS. CUMBERBATCH: Is that our City
23 Planning Department said since 2000, 600,000
24 people have settled in New York City that came
25 from abroad. So 600,000 New Yorkers were not here

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2 in 2000; they've settled here from other
3 countries. So this whole process of the Census is
4 new and that's a tremendous amount of people.
5 Also I think at the end of the day when we finish
6 and get the final participation rates in terms of
7 this first part of the Census, we do need to sit
8 down. We've done an analysis neighborhood by
9 neighborhood to understand how the different
10 neighborhoods--you do have to break it down to
11 neighborhoods.

12 We can look at borough, we can look
13 at the citywide. I think we're going to do better
14 citywide than we did in 2000 but we still need to
15 look down to the neighborhood by neighborhood
16 level. The neighborhoods get better, did they
17 stay the same, did they get worse? What happened
18 in those neighborhoods? We got to go behind the
19 numbers as well. Were there changes in
20 demographics in those neighborhoods? Were there
21 certain things that we could have done?

22 That's the type of analysis,
23 honestly, that all of us have to do after this
24 process. But right now today what I can tell you
25 is we are at least even in terms of the city on

1
2 where we were at the end of 2000. And every day,
3 starting today, need to go back to our
4 neighborhoods and encourage people that they can
5 fill out the form and mail it back. That it's not
6 over.

7 COUNCIL MEMBER REYNA: And as far
8 as the waterfront rezoning on the Williamsburg
9 Greenpoint area, I don't know if you have an
10 ability to go back to see if there was a mail out
11 to those new developments or was there any
12 correlation between construction permits issued
13 with the Building Department to mail out to these
14 specific addresses.

15 MR. FARTHING: We do. That's where
16 Mr. Salvo comes in and that's what we call our New
17 Construction Program. It does depend on, however,
18 when the locations got their certificate of
19 occupancy--

20 COUNCIL MEMBER REYNA:
21 [Interposing] But that's the problem. They're all
22 operating with C of Os so it's not a permanent C
23 of O but it's still a temporary one so I just want
24 to make sure that we're not isolating the...

25 MS. CUMBERBATCH: So let Joe Salvo

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from our City Planning Department can answer that.

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JOSEPH SALVO: When we worked on the address list--

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COUNCIL MEMBER BREWER:
[Interposing] Joe, identify yourself.

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DR. SALVO: I'm sorry. I'm Joseph Salvo, Director of the Population Division of the New York City Department of City Planning. When we worked on the address list we made a special effort to overcome that very issue by looking at buildings, for example, with TCOs, making sure they got included. Anything that we felt would be close to the element, including by the way the building over here which probably didn't make it in, Gary Building. Any building that any possibility of being close to the elements, essentially by May of this year went in so we put in a lot of buildings, actually several buildings, that will probably come back and say they weren't finished. But we didn't want to run the risk.

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COUNCIL MEMBER REYNA: Of course.

DR. SALVO: So we did do that.

Just so you know, the Census Bureau conducted a canvas of the entire city in April of '09. We

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2 then engaged the Census Bureau in a special
3 program from that point on through essentially May
4 of this year to report all new construction. We
5 gave them over 6,000 new units just for that
6 interval. Again, pushing the envelope, making
7 sure that every building that had any chance of
8 being completed by the Census date was included.

9 COUNCIL MEMBER REYNA: I appreciate
10 that answer. So following that particular
11 category of new construction, there's also an
12 issue with variances being issued where it's not
13 necessarily new construction but conversion of
14 units from manufacturing or light industrial
15 buildings. How did you, as far the City Planning
16 is concerned, coordinate with the Board of
17 Standards and Appeals?

18 DR. SALVO: We coordinated mostly
19 with the Buildings Department.

20 COUNCIL MEMBER REYNA: so the BSA
21 has not been contacted?

22 DR. SALVO: Only to the extent that
23 they affect what happens at buildings.

24 COUNCIL MEMBER REYNA: They do
25 affect because I know I have volumes of BSAs.

1
2 DR. SALVO: Right. What we do is
3 look at all the permit and C of O activity and
4 take that. We also coordinate, we look at the
5 Department of Finance. A lot of our efforts over
6 the three year period were examining the housing
7 stock of the city to improve the address list was
8 focused on Finance records, was focused on
9 Buildings records in an effort, again, to put out
10 the largest net we could put out there in an
11 effort to enrich the list and make sure all of
12 these units showed up.

13 If we didn't do that, think about
14 lower Manhattan. Most of lower Manhattan is a
15 product of conversion, western Brooklyn, tons of
16 conversion. We realize we're going to have to pay
17 special attention to the issues you're raising
18 because otherwise we would miss a big chunk of
19 what is essentially new housing in the city.

20 COUNCIL MEMBER REYNA: I want to
21 just thank you for the update and I look forward
22 to just making sure that we're doing everything
23 possible concerning the Census and if there's
24 anything that we're not doing that we should be
25 doing, that you communicate that as well. In

1
2 particular, I just wanted to understand the
3 efforts of test taking. Test taking will be a
4 priority until the end of this month. Correct?

5 MR. FARTHING: No.

6 MS. CUMBERBATCH: No.

7 MR. FARTHING: No, we're--

8 COUNCIL MEMBER REYNA:

9 [Interposing] Or intake for door knockers.

10 MR. FARTHING: Okay, well I will
11 tell you. We've been testing since.

12 MS. CUMBERBATCH: '08.

13 MR. FARTHING: Since the 2008 and
14 we did our first operation, which was address
15 camera sync in April and May of 2009. We got a
16 lot of applicants just for that effort alone.
17 During the summer we continued to test. We also
18 spent a lot of time calling back previous Census
19 workers and also people who took the test
20 previously but didn't get hired to see if they
21 were still interested.

22 Where we feel we don't have enough
23 people we have basically gone out and done what we
24 call spot recruitment. We are basically done with
25 the recruiting efforts, for the most part. We

1
2 might have a couple of places where we still need
3 to go. Since we're recruiting, we're recruiting
4 almost ten times the number of people that we're
5 really going to need--

6 COUNCIL MEMBER REYNA:

7 [Interposing] Mr. Farthing, I'm trying to get an
8 understanding as to where those spot areas are,
9 where there's a need for local residents who can
10 be door knockers to increase the likelihood that
11 people will open their doors to Be Counted. And
12 so if you can give us that information, that
13 would be helpful because my understanding was
14 different. I thought we were making sure that we
15 were increasing the numbers of people that were
16 test taking until the end of the month in order to
17 guarantee that there will be at least a
18 representative of door knocking of a block in
19 order to have greater success in counting.

20 MR. FARTHING: It really isn't a
21 block; usually it's a cluster of blocks unless
22 that one particular block. When we hire, we hire
23 what we call a crew leader district level. In New
24 York City especially, it would be a cluster
25 blocks. So it could be five, six, seven blocks.

1
2 If we know that particular block, for example has-
3 -

4 I'll give you an example. If you
5 will, right in I guess your district, maybe the
6 next one over. But right around Broadway and
7 Lormer [phonetic] Street, you have a lot of
8 housing. You have--

9 COUNCIL MEMBER REYNA:

10 [Interposing] Lindsey Park.

11 MR. FARTHING: Lindsey Park and the
12 Boram [phonetic] Towers. You know we now have an
13 increase in Asians that live there. We still have
14 a Latino community there. We still have even
15 around there's still African Americans that live
16 around there as well. What we've tried to do is
17 we go in and we test. We make sure that we have
18 at that local level, to make sure that we have
19 enough people who can come in and work at that
20 area. We call that, really, again looking what's
21 behind the map, making sure that our recruitment
22 files reflect that.

23 I hope I don't sound too arrogant
24 here but it's almost preaching to the choir
25 because we've done this for three decades. The

1
2 Census Bureau hires more people than any other
3 activity in the country when we do this. I would
4 just tell you for us to be successful, you and I
5 are on the same page here. If we don't hire the
6 people from the neighborhoods, the work doesn't
7 get done. And it's a waste of our effort and time
8 so that's what we've always been. Folks look at
9 what our recruitment mantra is, it is yes you have
10 to test down and make sure you know what's behind
11 that map and have the people in the neighborhood
12 working.

13 COUNCIL MEMBER REYNA: I appreciate
14 that. If you could get us that list of the spot
15 areas where there's a lead to recruit.

16 MR. FARTHING: Mm-hmm. I will let
17 you know.

18 COUNCIL MEMBER REYNA: That would
19 be very helpful. Thank you. Thank you Mr. Chair.

20 CHAIRPERSON VANN: You're welcome.
21 We recognize Council Member Sanders has joined us
22 to my extreme right. The next question is coming
23 from Council Member Dickens to my extreme left.

24 COUNCIL MEMBER DICKENS: Thank you
25 Mr. Chair, thank you to the three chairs for

1
2 having this Census hearing. And I want to thank
3 Stacey, whom my office has been working with and
4 Mr. Farthing for the outreach that has
5 significantly increased the numbers. However I'm
6 very concerned and I'm going to speak now
7 globally, citywide. I'm very concerned as I look
8 across this map. It's the areas where there's a
9 high foreclosure rate, where the people feel that
10 the government has let them down and maybe they're
11 not responding.

12 I'm concerned because these are
13 also the areas where African and other Black and
14 Latino immigrant communities are living. And that
15 gives me great concern. I'd like to know one,
16 what are you doing or what can you do that
17 specifically address these communities where there
18 has been such a low turnout that almost entire
19 Council districts are in burnt orange, which
20 signifies under 40%.

21 MR. FARTHING: One of the things
22 that both Stacey and I realized going into the
23 process. If you look back at the Census over the
24 decades, I'd say for the three decades. The
25 communities that you mentioned have not been very

1
2 receptive to returning the form. In 1990, we had
3 no advertising whatsoever so it was a big
4 struggle. We've heard the talk about undercount
5 and things like that in 1990.

6 In 2000, we turned a corner because
7 we had two things going on. We had a partnership
8 program where we had staff hired to go out in to
9 the community and to gain the support. Many of
10 you helped us in 2000 to gain support, to gain
11 knowledge of the Census so that what worked quite
12 well for us, while we didn't have tremendous
13 response from those areas.

14 Again, these same areas most of
15 them turn the corner, meaning that what we were
16 facing in 2000 was the potential of just even
17 greater non-response and lower numbers. And most
18 of these communities actually, they didn't have
19 great, what I would say a great percentage above
20 what they did in 1990. What was encouraging is
21 that we stopped the decline so that in itself was
22 some success.

23 The next step, though, this time
24 around we realized we're facing the same issues.
25 Some of these neighborhoods have changed; they've

1
2 grown more. Sometimes the populations have
3 shifted so the same areas that we didn't have to
4 worry about before now we do and we try to stay
5 ahead of the game on that. The only thing that we
6 can do really is going out and, again, with our
7 partnership utilizing elected officials to help
8 get the word out.

9 There's been more advertising than
10 ever before. As I said earlier, we never did
11 advertising targeted to African American,
12 Caribbean and African, separately so that's a big
13 effort to do that. Now t the end of the day, we
14 have to just really see what did that really mean.
15 But we have to look at what it means in two areas.

16 Does it mean that you get the big
17 response back when they do it on their own or do
18 you get that response when your enumerators go to
19 the door and you don't have to really sell what
20 you're doing and that they cooperate with the
21 enumerator.

22 You have to keep in mind for the
23 Census there's always, we keep saying there's two
24 processes. Now, we might not do well on one side
25 of it but the effort put forth to make sure that

1
2 the people know about the Census does resonate in
3 our efforts in that next phase afterwards when we
4 start knocking on the doors because we don't have
5 to explain much of anything and we do get
6 responses.

7 COUNCIL MEMBER DICKENS: No, I do
8 commend you and I thank you for that outreach and
9 the changes that have occurred positively since
10 2000. However, in most immigrant communities we
11 are afraid of speaking to maybe the person that
12 you hired unless that person is from my community.
13 Have you done outreach or has this Census Bureau
14 done outreach within these communities that I'm
15 looking at that are not returning the forms and
16 are not going to open the doors?

17 MR. FARTHING: Yes, extensively.

18 COUNCIL MEMBER DICKENS: Are you
19 doing outreach in which to hire from those
20 communities? Because I'm more inclined to answer
21 the door to someone who may be can speak even my
22 dialect or one close to it.

23 MR. FARTHING: Yeah, we're doing
24 it. We have been. Like I said these
25 neighborhoods pretty much, they've been on our

1
2 mind since day one. A lot of what we have that we
3 call a tracking base that we use from 2000. We
4 look at what happened in 2000 and we pretty much
5 expect that we're going to have our work cut out
6 for us again. But you have to watch what happens
7 through the decade. Now that we're at the moment
8 of truth here with the Census, we now have a lot
9 of tools really at our disposal to go out and do
10 an impressive effort.

11 One of them being the advertising
12 that we've done, having staff to go out and work
13 in these communities and do extensive work in
14 these communities. They're still out there now.
15 The other tool at our disposal, of course, is with
16 our recruitment where we can go out and actually
17 do recruiting at certain sites, we can get
18 individuals who can even speak the languages that
19 we need. The federal government has afforded us a
20 tool and system where we can actually call up
21 individuals in an area and call them up by
22 language.

23 They indicated on their application
24 that they speak a language that we need and we can
25 get priority to hire these individuals if they

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meet all the requirements to work.

2

3

COUNCIL MEMBER DICKENS: Maybe if we do some outreach in these communities we can hire these people that do speak these various dialects.

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MR. FARTHING: Yeah, we've done considerable already but if it's needed--

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COUNCIL MEMBER DICKENS:

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[Interposing] One question now, quick, that's very local in the 15th CD. When I'm looking at these numbers and maybe I'm not reading right. But I see for instance East Harlem North went down, not a great deal but significant, a little bit.

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Manhattanville, Morningside Heights, Marble Hill, Inwood, Washington Heights North and that gives me some alarming concerns even though the 15th CD seems to be up from what it was in 2000. I'm

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still very much alarmed because not only does this impact upon the federal dollars coming in but in some of the initiatives here in the City Council and on the state they use the Census numbers to document why certain funding is done in certain areas. So I'm very concerned.

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MR. FARTHING: The next step for

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2 that, the interesting thing about when you look at
3 these tracts and do comparisons, it's not always
4 that the same people living in those tracts that
5 were there in 2000. So that's one challenge, of
6 course. But again, in keeping with what I said
7 earlier we have to do this in two components and
8 we have to look at it that way. The first
9 component is allowing people to mail back on their
10 own and then the second component is having that
11 army locally hire and ready to knock on the doors.

12 But also the fact that we have had
13 enough effort, partnerships and people out there
14 talking to the community about this. So that even
15 if some of these individuals ask, okay, who's
16 knocking on my door, somebody else will know and
17 they can verify. No, this is why they're here.
18 That's the next effort that's coming.

19 I think earlier Councilwoman Reyna
20 asked what else you can do. The big thing you can
21 do to help us right now is to make sure that you
22 get the word out that if you haven't mailed the
23 form back, Census takers will come, it's safe to
24 participate in this activity. You won't get
25 harmed, nobody will come and take your apartment

1
2 away from you, you won't be deported. That's
3 where you can help us.

4 COUNCIL MEMBER DICKENS: Thank you
5 so much. Other than reaching out to the managing
6 agents, how do you get in to the buildings that
7 are locked? Most buildings in New York City are
8 locked and you do not have access to do door
9 knocking. Even if there's a doorman at the door,
10 if we don't go out on strike, how do you get in to
11 these buildings?

12 MR. FARTHING: It depends on the
13 type of door. The easier ones are, of course,
14 places like NYCHA buildings. We can typically get
15 into those. The doorman buildings, typically the
16 doormen work with us when our Census takers come.
17 We have a few that will not. But our Census
18 takers can come, request a letter, get a letter
19 written on agency letterhead. Typically I get
20 cooperation when that happens.

21 Councilwoman, I heard you loud and
22 clear so expect a call from me if I have any that
23 won't respond.

24 COUNCIL MEMBER BREWER: We can get
25 in any building.

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MR. FARTHING: Okay, all right.

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Well, I got your number and everything so I know

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how to reach you. But for the other type of

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building, Councilwoman, that really causes us

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problems are the small buildings, like those three

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story buildings or the apartments that are on top

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of the store. They don't have a doorbell, they

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don't have anything. What we typically do and

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train our numerators to do is look for bars, the

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children guards in the windows. There's usually a

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time when you can go when somebody is going to be

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either coming in or out and that's when our staff

14

will try to get in there. Typically you see the

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child guard bars, those are good opportunities to

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get into the buildings because kids are either

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coming home or you do it in the morning. We also

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look for other opportunities on those buildings

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just to see if we can find a way to get in.

20

COUNCIL MEMBER DICKENS: If you

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have problems in any of the districts, especially

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where there's a large cluster, could you or would

23

you be willing to do outreach to the Council

24

Members to see if they could lend assistance in

25

order to get you into these buildings.

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2 MR. FARTHING: Absolutely. We're
3 on the same page here. Absolutely.

4 CHAIRPERSON VANN: Thank you
5 Council lady. We have three Council Members who
6 raised questions in this order, Chairperson Rose,
7 Council Member Ferreras and Council Member
8 Sanders.

9 COUNCIL MEMBER ROSE: Thank you.
10 You have a huge undertaking and for the most part,
11 we know that you're working very hard to
12 accomplish these goals. But it is still
13 upsetting, to piggyback on Council Member Dickens,
14 that in a district like the 46th district or in my
15 district, the 49th district where clearly there's
16 been areas that have a great turn out. And then
17 there are those that we knew would have a low mail
18 in rate.

19 We would like to know how, in fact,
20 or what new tactics we could endeavor to take to
21 make sure that these areas. It's not a surprise.
22 These areas are basically, well in my district
23 these are areas that we anticipated having a
24 problem. So utilizing the efforts that, I guess,
25 the tried and true, it's necessary to do something

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2 different. In an area like the 46th where the
3 demographics have changed and the Council Member
4 has significant number of returns in certain areas
5 but then those communities of color don't have the
6 return. It says that we need to do something
7 differently, okay.

8 MR. FARTHING: Well, I want to say
9 this in particular for the African Diaspora so
10 that's our African American, African and Caribbean
11 communities. What you're seeing here in New York
12 City is no different than in Detroit, in Chicago.
13 We have a Chicago West and a Chicago South office,
14 those are neighborhoods where African Diaspora
15 folks live. You look at the Census participation
16 map and other locations around the country, you
17 can pretty much identify our African American
18 communities. Again, part of what we were trying
19 to do in our advertising. There's been more
20 advertising dollars spent to all three parts of
21 the Diaspora, a lot of work being done, a lot of
22 in the communities giving out items to everybody.

23 But we also have to remember that
24 everyone doesn't respond to things the same way.
25 One of the lessons that I've learned from this,

1
2 even after spending the amount of money and the
3 amount of effort put forward, just keep in mind
4 that we aren't really going down, we're not
5 getting worse. It's not showing a huge what I
6 would say increase but from my operational outlook
7 on this.

8 I still have to make sure that
9 other half of that second half where we go
10 knocking on the doors, that that part gets done
11 successfully. That's what I felt very comfortable
12 with, with the last Census, that the effort even
13 though it doesn't mean they're going to mail the
14 form back, we had so many things happen. Our
15 staff would go and knock on the door and somebody
16 would have the form sitting there. Or they'd
17 knock on the door and you have somebody say I
18 really couldn't read this but I wasn't going to go
19 out to that center some place. So there's a whole
20 number of different things that happen.

21 COUNCIL MEMBER ROSE: So then could
22 you in fact tell us what the difference is after
23 you've sent the enumerators out because I know
24 that the Chair was trying to get at that figure,
25 how do these areas change after that phase, after

1
2 the enumerators and that phase? Are they still
3 orange or are they still dark orange? What is the
4 total percentage of people who respond in New York
5 City or in these areas that are of great concern
6 to us?

7 MR. FARTHING: When we look at
8 this, again, keeping the operation separate
9 because after this month we're not really tracking
10 a participation rate. It's now who's going to
11 respond knocking on the doors. What we have
12 learned are a couple of things. In 2000 what we
13 saw was a willingness on the part of the residents
14 when we knocked on the door to give us
15 information. Now by that I mean we weren't having
16 a lot of cases of going in to what we call last
17 resort mode. We weren't trying to get as much
18 information from neighbors because we couldn't get
19 a response; somebody was responding.

20 Now I will caution you, that
21 doesn't necessarily mean that they're responding
22 and telling us everybody that's living at the
23 house but we are getting some kind of response.
24 So it's a very different measure for us to really
25 make because you really don't know what's behind

1
2 the door. What we do know is we're getting that
3 kind of response, we're not having to go into last
4 resort mode asking as many--

5 COUNCIL MEMBER ROSE: [Interposing]
6 When I look at the 2000 Census and they say that
7 61% of New Yorkers responded, is that the total
8 amount?

9 MR. FARTHING: No.

10 MS. CUMBERBATCH: No.

11 COUNCIL MEMBER ROSE: What we're
12 trying to find out is how many people actually
13 respond after all of the phases. Because then
14 there's a phase where you do an estimate. I want
15 to know at what figure or at what point do you say
16 we have this percentage turn in, we have this
17 percentage of information gathered from
18 enumerators. So in New York City, 98% of the
19 people who participated in this Census or 50%
20 participated in this Census.

21 If in fact that number is not the
22 number that you assume, there is an estimated
23 count. Is there not? There's an estimate that
24 goes in to the count?

25 MS. CUMBERBATCH: I'd like to defer

1
2 to Dr. Joe Salvo from our City Planning Department
3 because I think part of what you're getting at is
4 in all these areas where there is on the front end
5 a low participation rate and then we know the
6 Census goes out, do we in fact capture everyone
7 that lives there or is there an undercount in
8 those particular communities. Let Dr. Joe Salvo
9 try to address that.

10 DR. SALVO: Joe Salvo, Director of
11 the Population Division of the Department of City
12 Planning. All right, here's what we know about
13 2000. When all was said and done in 2000, the
14 city effectively had net zero undercount - net,
15 it's very important word. What it means is that
16 the Census Bureau did an estimate for the city
17 that said that essentially very few, if any, New
18 Yorkers overall were missed.

19 Now, when we go underneath that
20 number, here's what we know. We know that there
21 were a few hundred thousand people who were
22 undercounted in New York City, in fact. And there
23 were a few hundred thousand people who were
24 overcounted and that netted to close to zero. In
25 effect, the 8,008,000 that we counted or the

1
2 Census Bureau counted in 2000 was a product of
3 these compensating errors.

4 Now, if you ask me where these
5 errors were in the city I can't give you because
6 the Census Bureau has never created estimates for
7 our neighborhoods. They don't have a survey that
8 big; they would have to do some special work to do
9 that. But I can tell you this, that all of the
10 research that we have shows that areas with low
11 mail response tend to be the areas that get
12 undercounted in the end, when all is said and done
13 because it stands to reason that if you're in an
14 area where only 30% of the questionnaires were
15 mailed back and the Census Bureau needs to get 70%
16 of the response by sending people out, then
17 they're going to come up short. Those areas are
18 the most resistant and we know from research that
19 the people who fail to mail the questionnaires
20 back, by definition, are the same people who will
21 fail to respond when they come knocking at the
22 door.

23 So when you look at the map for
24 2000 or for 2010 and you look at those areas that
25 are colored in dark orange or brown on the map,

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those are in effect the areas that are likely to have been undercounted. So what does this do? Obviously, it changes the relative representation, the areas that are lightest on this map, the areas where we've got 60% or more are likely to have been overcounted, meaning that their relative share of the city's total pop is probably too high than the areas that are darkest, in the darkest orange and brown, too low. That's what we know.

COUNCIL MEMBER ROSE: So how do you compensate for that?

DR. SALVO: We can't.

MS. CUMBERBATCH: We can't.

DR. SALVO: There is nothing we can do officially. What I keep telling everybody who listens, whatever the enumeration comes up with stands for ten years. It effectively becomes reality even though it's not. We know it's not. It becomes reality, which is why we work so hard, all of us, trying to get everyone to respond.

COUNCIL MEMBER ROSE: Where does the Census get the original figure that they give you, the estimate that then you determine whether we're undercounted or overcounted? You said that

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2 you start with a figure. Where do you get that
3 figure from?

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DR. SALVO: The Census Bureau
5 actually has already begun a process where they
6 put out a supplemental survey where they go out
7 and they pick a group of blocks in the city in the
8 nation and they go out and they visit again. And
9 they take a separate sample to determine who was
10 counted. In other words, they ask people again
11 were you counted and they do matches of people
12 with their Census responses to determine who was
13 missed and who wasn't missed. It's a national
14 program. It's called Census Coverage Measurement
15 and it's results will be released for the states,
16 likely for many major cities in the country but
17 not for our neighborhoods. They don't have a big
18 enough sample to do that. Did that answer your
19 question?

20

COUNCIL MEMBER ROSE: Thank you.

21

DR. SALVO: You're welcome.

22

COUNCIL MEMBER ROSE: The homeless,
23 how do we count the homeless to make sure that
24 they're represented?

25

MR. FARTHING: The Census does not

1
2 put out a count of the homeless but what we do is
3 we partner, New York City has helped us, we use
4 service providers. We find and do counts at the
5 end of the month in three types of locations. We
6 have our shelters that we go to, we go to mobile
7 food vans, we go to food pantries. We do those
8 particular counts on one specific day, which is at
9 the end of March, I think it was March 28th.

10 Then we have what we call our early
11 targeted locations, that's where we go out to
12 transient hotels or hotels where we know a lot of
13 people are staying. Not so much an issue here but
14 campgrounds, formal campgrounds not some just kind
15 of squatting or something like that. We have a
16 day when we do that.

17 The final day of the one that's a
18 little more well known to everybody else is when
19 we go out to do an enumeration at targeted non
20 shelter outdoor locations, essentially that is
21 where you know or sites well known where somebody
22 is living or sleeping on the street or on the side
23 of a building or something like that. What the
24 Census does not do, we do not go into subway
25 tunnels. We will go to places like the container

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2 sites like you see around an airport but we
3 typically talk to whoever the leader of that site
4 is because we have to procure safety for our
5 enumerators.

6 Then what happens, Councilwoman, we
7 give a total of what we have counted at each of
8 those sites. Now, keep in mind that this is a
9 mobile population so one of the things I was
10 fortunately able to do, on the day that we were
11 going to go out. We were going to go out on the
12 30th to the targeted non shelter outdoor locations
13 and it was pouring down rain. Luckily this time
14 around the Census Bureau was able to postpone and
15 do it on another day when it cleared up and we
16 were able to go out to the sites and we found
17 individuals there. But if we were doing it in the
18 pouring rain, they would not be where we thought
19 they would be.

20 COUNCIL MEMBER ROSE: Do you do
21 this in cooperation with the Mayor's count or is
22 there any collaboration with the Mayor's count?

23 MS. CUMBERBATCH: No, the only--

24 COUNCIL MEMBER ROSE: [Interposing]
25 Because the Mayor's count is specific to certain--

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2 at least the boroughs. Even though they are
3 transient, they are specific to the boroughs.

4 MR. FARTHING: And ours is.

5 COUNCIL MEMBER ROSE: Why is there
6 no coordination with that?

7 MS. CUMBERBATCH: Because first of
8 all the Census is not doing a count of the
9 homeless and with--

10 COUNCIL MEMBER ROSE: [Interposing]
11 But the homeless utilizes the services.

12 MS. CUMBERBATCH: Absolutely so--

13 COUNCIL MEMBER ROSE: [Interposing]
14 And they should be a part of the county.

15 MS. CUMBERBATCH: They officially
16 are not doing a count of the homeless. What we do
17 do is we gave them all of the shelters, listing of
18 all the shelters of the mobile food vans as well
19 as based on the count that the city does of the
20 homeless, those known transient locations where
21 people were identified. Their folks can go out to
22 those locations so that's how we collaborate to
23 basically give our intelligence and information so
24 that they can do a more accurate job.

25 COUNCIL MEMBER ROSE: How different

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are the figures the Census get between the figures that the Mayor's?

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MS. CUMBERBATCH: They have not concluded their count and they will report out a count. I don't think it's going to be called a homeless count.

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MR. FARTHING: Right.

MS. CUMBERBATCH: Because they don't do a count of the homeless but it's a count of the non-sheltered.

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MR. FARTHING: Yeah, what we have counted in each of those locations that I told you, that's what the count will be. So keep in mind that you might have that same person that we got at a mobile food van and they'll be in a shelter or they'll be at a mobile food van and they could have gone to a targeted non shelter outdoor location somewhere else so it's a very difficult population to count.

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MS. CUMBERBATCH: So the categories they're going to report out then are they're going to report out a count of how many people on that day were at a mobile food van, how many people on that day were in a shelter, how many people on

1
2 that day were at XYZ location. So they categorize
3 it as a count of the homeless but it's based on
4 those categories.

5 COUNCIL MEMBER ROSE: Okay and I
6 just have one more question. I understand, is
7 there at some point where there is an estimate
8 made after all of these phases are completed?

9 MS. CUMBERBATCH: Of the
10 population?

11 MR. FARTHING: Of the populous?

12 COUNCIL MEMBER ROSE: Yeah, of the
13 population.

14 MR. FARTHING: No.

15 COUNCIL MEMBER ROSE: And the area.

16 MR. FARTHING: What you're going to
17 get is just--I think I know what you're thinking
18 about, something like sampling or something like
19 that.

20 COUNCIL MEMBER ROSE: Right.

21 MR. FARTHING: No, there will not
22 be anything like that. We're giving you a
23 straight head count, that's what goes to the
24 President's desk on the 31st, it's the state
25 population totals. Then around some time in April

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2 2011, that's when you get the public log data.
3 That's the data that will go first to the
4 governors and liaisons and that's the data that's
5 then used for redistricting. That's when New York
6 City finds out what their population totals are by
7 municipality.

8 COUNCIL MEMBER ROSE: Thank you so
9 much.

10 MR. FARTHING: You're welcome.

11 COUNCIL MEMBER FERRERAS: Good
12 afternoon, now, right? All of eight minutes, I
13 think. Actually I have just a few questions.
14 When you're talking about the, I guess, the not
15 homeless count not coordinated but homeless count,
16 are we including SROs when we give the single
17 occupancy residents?

18 MR. FARTHING: Yes, that's part of
19 our group quarters universe, which is in essence,
20 within that realm of the counting that we're doing
21 of individuals that don't have necessarily a home
22 of their own.

23 COUNCIL MEMBER FERRERAS: Because
24 we have found recently that in a lot of our
25 districts, these homes are just popping up and

1
2 there's really no sign of it other than you see
3 people walking in and out. So as Council Members
4 we don't necessarily get much notice so...

5 MS. CUMBERBATCH: But you know
6 something, I think we better make a distinction
7 because here's where it gets complicated. So
8 there are single room occupancies that are on
9 record, like, the city knows and those are part of
10 the Census Bureau group quarters enumeration. And
11 then there is the way people live in New York City
12 where it's not--

13 COUNCIL MEMBER FERRERAS:

14 [Interposing] I'm going to get to that.

15 MS. CUMBERBATCH: Right, I just
16 want to--

17 COUNCIL MEMBER FERRERAS:

18 [Interposing] Yes, yes. I know there's a
19 difference in that.

20 MS. CUMBERBATCH: Okay.

21 COUNCIL MEMBER FERRERAS: And in
22 particular it's an issue in my community where
23 often times it's referred to as illegal
24 conversions or non-traditional housing, which is a
25 response sometimes to the in-affordability of New

1
2 York but that's a whole other conversation,
3 another hearing.

4 But I must say that I think that
5 the advertising that have gone into this Census in
6 particular of the Latino community and your
7 collaborations with organizations such as La Leyo
8 [phonetic], the Hispanic Federation, have really
9 made a difference. Because in my district there's
10 a 16 point increase in Corona, there's a seven
11 point increase in East Elmhurst. In the 21st
12 Council district, when I first got the map I said
13 oh we're still not there but actually when you
14 look at the increases it really has resonated in
15 the 21st Council district.

16 So I appreciate the outreach and
17 the work. I know that you participated in every
18 multi-cultural parade last year. Yesterday I was
19 at a 65th birthday party for one of the community
20 residents and in his speech he said please fill
21 out your Census forms so I thought that was
22 really, very refreshing, actually.

23 Now, my question is has there been
24 any aspect of your strategy going in that you have
25 said at this point, okay, we may have to shift

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2 things a little? Maybe this is something we need
3 to change the strategy just a tinge for this
4 community or the approach. Can you speak to that
5 to anything that has changed?

6 MR. FARTHING: We're doing that all
7 of the time. One of the things that we're doing,
8 of course, is trying to track where we're doing
9 the saturation. Sometimes we feel that we haven't
10 done enough saturation, after all is said and
11 done. I'm not going to say that that actual
12 deployment of this is perfect in every aspect; it
13 isn't. Sometimes you rely on individuals and they
14 don't come through. Some events don't come
15 through. When we try to work with partners and
16 we're hoping to get a large audience, for example.

17 One of the things we're tracking
18 when we're doing events is are we seeing the same
19 people at the event. These are the people who get
20 it. They understand what it takes. But are you
21 ever reaching anybody else new so we do watch for
22 that. That's why I appreciate you mentioning the
23 fact that we placed a lot of emphasis on doing
24 work in the summer before the Census because that
25 is when people are out. These are the people who

1
2 work the three jobs. The events on Sunday, that's
3 their one day out and we can reach them.

4 When it's cold, there are no
5 events, they're indoors and many people are not
6 going to these events. These are huge
7 opportunities for us to reach people in culture.
8 So we really tried to place a big emphasis on that
9 so that as the year unfolded, individuals already
10 knew something about the Census. We spent a lot
11 of dollars in giving things to people, something
12 they can walk away with, something somebody else
13 could see. Not a little key chain all of the time
14 but something bigger. We try to do things in
15 language. We had postering like you wouldn't
16 believe before. At the end of the day, too, we
17 kind of tracked to see just what our saturation
18 is.

19 New York City is a very difficult
20 place to the Census. As much as you can claim
21 that you're saturating, I've learned this over
22 many, many decades of doing this I guess but
23 somebody is always going to pop up and say, hey,
24 you missed us. Even to this day that we see there
25 are partners out there that say hey, you need to

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2 do a little bit more here, we're receptive to
3 that. Just last week we were doing a huge effort
4 in Ozone Park.

5 One of the things that is quite
6 interesting are Hasidic communities. Right when
7 we were doing the mail out, mail back phase they
8 were observing Passover so a lot of the operations
9 that we wanted to do we weren't able to do out of
10 respect for their observance. The window of time
11 has been right now and so over the weekend alone
12 we've been putting a tremendous effort working
13 with our rabbis, working with some of the
14 organizations there to see if we can get a big
15 bump in mail response rate.

16 We also know because of the way
17 that time works, we're probably going to have to
18 hire enumerators from those communities so we're
19 making sure that we're doing that too. With the
20 Census always you just have to keep your eyes and
21 ears open. I've always asked folks if you see
22 something wrong, we can't do anything about it
23 unless we know about it. We've had a lot of
24 people out there that have been willing to not
25 only give us praise about what we're doing but we

1
2 also take the criticism and see what we can do to
3 make a difference and make things better.

4 COUNCIL MEMBER FERRERAS: I think
5 you're sitting before a Council and we consider
6 ourselves a family. Although I see the increases
7 in the map, I also see my colleagues'
8 neighborhoods that need help. I think that you
9 have a great tool within the Council Members to
10 use our staff to support in any way and to give
11 you cultural events. In my district I probably
12 have a parade for everything you can think of.

13 MR. FARTHING: Yes, you do.

14 COUNCIL MEMBER FERRERAS: So I
15 think that that really assisted in a lot of the
16 outreach but I also know that in Council districts
17 like Council Member White and our Chair out in
18 Staten Island, there may not necessarily be those
19 opportunities. So I think that if we're able to
20 have more conversations with the Council Members
21 directly, they'll be able to tell you more about
22 those cultural events that are happening within
23 their district. Because often times immigrant
24 groups tend to communicate more with their
25 churches or local cultural institutions or even

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2 the consulate general than they will ever
3 communicate with a city agency or the Census.

4 MR. FARTHING: We've worked with
5 our council generals, they've been very helpful.
6 I haven't mentioned and I need to give tremendous
7 credit to our faith based institutions because we
8 have been working with them. We've been working
9 with them, especially in our not only Latino but
10 in our African Diaspora neighborhoods and they
11 have been really a great tool for us to get the
12 word out. It doesn't matter what size; we do the
13 small churches, the large churches. We have
14 materials for the faith based community. We've
15 asked reverends to allow themselves to be the
16 spokesperson in front of their congregation.

17 But I hope you all have found
18 working with us, we're a very flexible
19 organization meaning when we get an opportunity,
20 whatever that's it. Even if they can't speak or
21 they're not going to say something in the pulpit
22 but they'll let us put tabling outside the door so
23 as people leave. We can put information packets
24 together for people. So, as you said, what kind
25 of things do we look at? We look at every

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opportunity available to us to reach a crowd.

Again, the big thing that I'm more concerned about as we keep going out, are we seeing the same fasces at these events or are we getting new people and that's the big measure.

COUNCIL MEMBER FERRERAS: Now, I just have two quick questions to wrap up. One is, what are your shifts now when the numerators go out? What are your times of operation because we obviously have done what you do. We do it every four years and when the Council graces or sometimes every year to help other people. Our daytime shifts are very short. In the evening we have the bulk of the people go out to reach out to our neighborhoods.

You talk about window guards, I've never looked up to look at a window guard. So I'm concerned when you have--can you just speak on the shifts, first of all?

MR. FARTHING: The shifts alone, as we explained to our Census takers, this is not a 9 to 5 job. We're really looking for individuals who can work evenings and weekends only. There's just not that much work out there that's 9 to 5

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2 work and most folks are the ones. We tell
3 everybody this job could be one to three weeks,
4 maybe a little longer depending on the area. The
5 ones that work 9 to 5 and that's it, well it may
6 not be that much work for them.

7 We are allowing our folks--when you
8 have people in the neighborhood working, they know
9 the neighborhood best. I'm thinking all these
10 streets right in your district, I'm thinking about
11 thinking like jump around Junction Boulevard and
12 all of that. We realize that we may have to have
13 and we will have staff that can work later. There
14 may be working beyond 9:00 but the whole idea is
15 that they're going to use some discretion as they
16 do that if they feel that they know they can knock
17 on some doors after that time.

18 Sometimes what we do, we will just
19 wait if we think that they're going to come home
20 at 9:00 or after. Some times we might wait a
21 little bit just to see. Neighbors sometimes tell
22 us the times; they're very helpful. But we try
23 all kinds of things so that we can actually reach
24 a household. We'll do an interview at midnight if
25 somebody says that person comes home at midnight.

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2 But we prefer maybe have and greet them when they
3 come to the door instead of knocking on their door
4 of fear of waking them up or something like that.

5 COUNCIL MEMBER FERRERAS: Okay and
6 my last question is your enumerators are going to
7 be out, you say, in the month of May until when?

8 MR. FARTHING: Well, we have to be
9 out there until the job is done. Typically there
10 will be--we deploy all of them on May 1st and
11 typically our non response follow up operation
12 lasts through the end of June. But again, like I
13 said, we try up to six times at a household.
14 We're going to spread it out; it's not like you go
15 9 to 5 and try six times every day, that's you
16 know. But we spread it out.

17 On average what we have found is
18 that we usually finish the job around the middle
19 of June, meaning that we've gone to the households
20 six times. We tried, we've even utilized our last
21 resort attempts where we can get a knowledgeable
22 respondent, neighbor or super to give us some kind
23 of information. A lot of times it's hey they're
24 not here and they're not coming back or they won't
25 be back for a month or so.

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2 COUNCIL MEMBER FERRERAS: I would
3 just ask if you can, if there's a point where we
4 can get information maybe two weeks in, kind of
5 like a ring the alarm for us to say we've
6 attempted these doors three times in your
7 district. We're concerned and kind of maybe help
8 us assist you.

9 MR. FARTHING: We will.

10 COUNCIL MEMBER FERRERAS: I would
11 appreciate that.

12 MR. FARTHING: Let's go on record
13 here. I can't get into buildings. I usually use
14 two approaches. Our Congressional
15 representatives, meaning our state senators who
16 have been tremendously helpful to us, they all
17 asked the same thing. So we'll get the word out
18 when we know that we can't get an address.

19 We have to tread very lightly only
20 because we can't tell you about certain apartments
21 or if it's a certain apartment, I'm not able to do
22 that out of confidentiality. But if we know that
23 we're having difficulty getting into a building,
24 we can do that. If I'm having problem on a
25 street, we can let you know about the street. I

1
2 probably can't tell you the exact address out of
3 the rules of confidentiality.

4 Will we come to you for help if we
5 need it? Yes. Absolutely.

6 COUNCIL MEMBER FERRERAS: Thank
7 you.

8 MS. CUMBERBATCH: But I think one
9 of the things that's been great in our
10 relationship is that as they go out and start the
11 door to door canvassing that they can give us
12 intelligence that if they are experiencing
13 particular problems in a neighborhood, that
14 generally are people being cooperative or not.
15 That's the kind of information that obviously we
16 want to share with you and community based
17 organizations in real time to say look, it seems
18 like we're experiencing some barriers here in
19 those Census takers getting in.

20 And then we can work with you and
21 get into a place where we can do a press
22 conference, go out to that neighborhood. But
23 that's the kind of information that we need to
24 get, that free flow of information on a weekly
25 basis from the regional bureau as to what they're

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2 experiencing generally in neighborhoods. Are they
3 getting cooperation? Are folks opening up the
4 doors?

5 CHAIRPERSON VANN: Council Member
6 Sanders.

7 COUNCIL MEMBER SANDERS: Thank you
8 Mr. Chair. Allow me to express gratitude for the
9 work of all of the committee chairs in putting
10 this together. And to speak an obvious fact that
11 inadvertently we've just gone back to the tail of
12 two cities that we've been saying for a little
13 bit. That one part of our city feels that
14 government helps and another part is feeling that
15 government is hurting. If you take the same map
16 and you overlay it with unemployment, poverty,
17 illness, predatory loans, foreclosure, high school
18 drop out and incidentally the last election, you
19 will find basically the same overlays here, which
20 brings us to a larger problem of course that we're
21 here to speak of and that's almost a philosophical
22 problem.

23 It's a chicken and an egg dilemma.
24 Can leaders and the press communities inspire
25 community change or must change occur before

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2 leaders can inspire? We're at that and that's not
3 a question that, of course, that any of us can
4 answer right now. That is a question of the day.
5 It's a nationwide question and it's one that has
6 to be grappled with.

7 To the smaller parts, there's
8 something that we can do something about. How is
9 Southeast Queens doing? I represent the 31st, the
10 edge of the earth and I'm very interested in
11 knowing how we are doing. I can see my colleagues
12 and I struggling in the communities staggering
13 under the weight of many things. We are the
14 foreclosure capital of that nation, which has been
15 said. How are we doing in the 31st and Southeast
16 Queens?

17 MS. CUMBERBATCH: I appreciate what
18 you said earlier. Let me just point out a couple
19 of things. The areas and neighborhoods in New
20 York City that are responding low to the Census as
21 of Friday historically have responded low to the
22 Census. So this is not new, this is now 2010. We
23 can go all the way back and in fact we have the
24 maps from '90, 2000 and 2010 so some of the same
25 neighborhoods historically have not performed

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well.

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In fact what I want to point out about Southeast Queens is that between '90 and 2000, it's response rate to the Census actually got worse. It was one of the few larger areas in the city and we have that map. So this is the map that shows differences. This is important; this is the kind of information that the city, through our City Planning Department, that we've done this analysis starting last year so we can prepare and understand where we need to focus our attention and efforts and to share this with everyone.

From '90 to 2000 all the dark red areas, Census tracts, actually performed, this is only on the mail part, got worse. So this map is just coloring in those Census tracts that were low responding in 1990 so what we wanted to know is of all the low responding Census tracts in 1990, did some tracts get better, did some tracts get worse, did some tracts stay the same. We're going to do the same analysis for 2010.

What I'm saying is from '90 to 2000 you can see Southeast Queens actually got worse in parts of the Rockaways. Canarsie in Brooklyn,

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2 Northeast Central Bronx, Edenwall, Wakefield and
3 then obviously there's certain areas in Queens but
4 you can see the large area of Southeast Queens.

5 Okay. So how is Southeast Queens doing? We know
6 it got worse from 1990 to 2000. And in other
7 areas it kind of stayed the same, Bed Stuy,
8 Central Brooklyn didn't do great in '90, didn't do
9 great in 2000, stayed basically the same and
10 didn't get worse.

11 Now we're going to 2010 as of
12 Friday for Southeast Queens. So you can see
13 Southeast Queens you can see there are areas that
14 are yellow, right? So they're 45% to 49%.
15 Actually there's an uptick in certain
16 neighborhoods and I've attached to my testimony,
17 Council Member Sanders, by neighborhood so you can
18 see where those neighborhoods were as of Friday
19 and you can compare them to where they ended up in
20 2000 but just to give you an example, Rosedale,
21 Laurelton, Springfield Gardens, little uptick,
22 doing a little better than they did before as the
23 final result in 2000.

24 What we're seeing is we don't think
25 that area of Southeast Queens is following the

1 trend from '90 to 2000 and getting worse in 2010.
2 If anything, some of those neighborhoods will stay
3 the same, some will get a little better. That's
4 what we're seeing preliminarily but again we can't
5 do that final analysis until the end. Right now I
6 can tell you based on that map you can go
7 neighborhood by neighborhood and see where they
8 are as of Friday.

10 Again, when you see rates that are
11 lower in certain neighborhoods of Southeast
12 Queens, like in the Rockaways there's in certain
13 pockets. We still today and tomorrow and the next
14 day can go in those neighborhoods and say to folks
15 fill out the form and mail it back, this is why
16 it's important. This is real time information
17 that we did not have ten years ago, this day ten
18 years ago to be able to make a change, to be able
19 to go out and figure out, well, where do we really
20 need to target.

21 But Southeast Queens generally you
22 can see it's getting a little better, where those
23 areas are yellow and white. Look at he areas of
24 Rosedale, those have had an uptick, they've done
25 better. Cambria Heights has done better so that's

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2 good. That means that they've reversed the trend
3 from '90 to 2000 where they did worse and now
4 they're doing a little better. Is there more
5 work? Because it's all relative so it's not like
6 they did great in 2000. The fact that they're
7 doing a little better, it's still not the rate of
8 the national rate. It's still a low rate
9 relatively speaking but they're doing better.

10 COUNCIL MEMBER SANDERS: Of course
11 I would like to share in the slight uptick, the
12 good work of the people of the Census, the good
13 work of the people of the faith based and other
14 communities, civil associations and others who
15 have been putting out this message. Of course I
16 would love to think that I played some small role
17 within my own thinking. These parts have been
18 sorely hit by the economic downturn. There are
19 differences here. These are some of the more
20 stable in terms of immigrant. There's less
21 immigrants coming in, fewer immigrants coming in
22 so the problem is slightly different than the
23 traditional way of looking at this.

24 MS. CUMBERBATCH: Right. One of
25 the things, and Dr. Salvo from City Planning

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2 reminded me is that one of the things that City
3 Planning did in conjunction with the Census as you
4 know was a review of the address list that the
5 Census Bureau uses to mail out the forms. And
6 starting right before the 2000 Census was the
7 first time that localities under federal law had
8 the ability to review the address list that the
9 Census Bureau uses to mail out the forms. Prior
10 to that Census, localities couldn't review that
11 list; they just went by their Post Office,
12 whatever their list was, mailed it out and that
13 was it. So of course they would miss housing
14 units.

15 A law was passed, Federal Law 94,
16 right before the 2000 Census. Our City Planning
17 had worked years before to update that list. As a
18 result they added many addresses that were not on
19 that list. Again, prior to this 2010 Census,
20 addresses were added to the address list.

21 As we talked about earlier, many of
22 those addresses were new construction, for
23 example, some of those addresses were things that
24 were once maybe commercial that were converted to
25 residential. But a lot of those residences that

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2 were added were the basements and the attics of
3 one family houses in places like Southeast Queens
4 and Central Brooklyn, that are not necessarily a
5 legal three. A legal three in a C of O, maybe
6 it's a legal one and folks rent out their basement
7 and attic.

8 Now our City Planning was able to
9 do that kind of update because they sign
10 confidentiality agreements and had access to not
11 only administrative records with the city but also
12 to utility records. So it's not that any of this
13 information was going to be shared with any
14 enforcement agency like Buildings Department, etc,
15 it was only done for the purposes of updating that
16 address list so that every household would get a
17 form.

18 So I'm in what seemingly is a one
19 family house in Queens in Laurelton but I know I'm
20 renting out my basement and I'm renting out my
21 attic. So instead of getting one form, which they
22 would have gotten had the address not be updated
23 because it's a one family on record, they got
24 three forms because we figured out that there were
25 likely, not definitely but likely three households

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2 living there. That was because of that update of
3 the address list and that review. So that
4 household living in the basement got a form,
5 household living in the attic got a form.

6 The theory is that if every
7 household gets a form, the chances are better that
8 we're going to get a more accurate count because
9 that's the first phase of it, right? First you
10 get a form, then you got to encourage people to
11 fill it out. But the reality is, is that there
12 are many households where the landlord may control
13 the mail, there may not be there mailboxes, mail
14 comes, me as the owner I sort it. I'm not
15 necessarily going to--

16 So what does this mean to that
17 basement? How do they know there's a basement
18 apartment there? I may not give that form to that
19 basement tenant because I'm nervous because how do
20 they know I have a basement apartment? How do
21 they know to put basement apartment? That's one
22 of the issues and we know that's a big issue in
23 Southeast Queens. We know that's a big issue both
24 in Brooklyn and in Queens where there are a lot of
25 housing units that are size or less units, where

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2 there might be some "illegal conversions" and many
3 households where this update was done but people
4 are still very fearful about how do they know we
5 have these extra apartments. We do think that
6 it's part of the issue. I also want to emphasize
7 that's part of the issue but that's not the whole
8 story.

9 Because we do know historically the
10 neighborhood, those neighborhoods in Southeast
11 Queens performed low on the Census. It's
12 indicative of similar neighborhoods that are of
13 the African American, Caribbean and African
14 Diaspora not only in New York City but across the
15 country. Race makes a difference, too, obviously,
16 based on our results in 2010 and based on our
17 results historically and based on results in other
18 parts of the country.

19 COUNCIL MEMBER SANDERS: In one
20 sense we can say that these people are voting.

21 MS. CUMBERBATCH: Exactly and are
22 very civically engaged.

23 COUNCIL MEMBER SANDERS: Yes, they
24 are saying that we're not positively impacting and
25 until we do, they're voting in a sense. How many,

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2 in terms of minutia but very important, have you
3 located the right amount of enumerators for this
4 community? Do you need? Is there something that
5 I can do?

6 MR. FARTHING: No, we're busting at
7 the seams. We have done more testing than we need
8 to do, especially Southeast Queens. As I said
9 earlier, it's so ironic but we know that they
10 know, these very neighborhoods are short, we know
11 that they know about the Census because the
12 response to our jobs has been overwhelming.

13 MS. CUMBERBATCH: It's
14 disproportionate to other communities.

15 MR. FARTHING: This happened in
16 2000, happened in 1990. This is happening around
17 the country. Like I said, you can look at this
18 data and pull up maps around the country. I'm
19 African American so I know where all the African
20 American neighborhoods are who are seeing the same
21 thing. In Atlanta, the Southside of Atlanta, in
22 DC you're seeing it, Baltimore, Philadelphia, the
23 West side of Philly, the North side of Philly,
24 Newark, New Jersey, I'm having the same phenomenon
25 in the Newark area, Elizabeth, East Orange, all of

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that.

MS. CUMBERBATCH: The only exception is Detroit.

COUNCIL MEMBER SANDERS: Well Detroit is an exception to many things.

MS. CUMBERBATCH: Right but it's interesting, the only exception is Detroit where the response rate among people of African descent is higher than that of the few whites that are still living in Detroit so that's the only exception that we can figure out nationally.

COUNCIL MEMBER SANDERS: Let me say in all probability that's a desperation, that is an absolute out of cards on every other thing and a desperation, I would argue.

MR. FARTHING: Councilman, if I may, though.

COUNCIL MEMBER SANDERS: Yes, please.

MR. FARTHING: It's frustrating; I can look at your faces, I hope you can see it in my face too.

COUNCIL MEMBER SANDERS: Yes, yes.

MR. FARTHING: I'm a New York City

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2 resident. It is frustrating. I have to cover New
3 Jersey as well, parts of northern New Jersey. All
4 of the mayors there, they understand this but
5 that's what I'm grateful for that the mail out,
6 mail back phase is not the only part of the
7 Census. And that's where these army of folks that
8 we're going to hire from these same neighborhoods
9 that didn't respond, are going to help us get the
10 count that we need.

11 We hope--like I said, we know they
12 know about it. It's just a matter of getting the
13 right person at the door to convince them to
14 actually cooperate with the Census taker. And
15 that's where you all can be very helpful.

16 MS. CUMBERBATCH: That's also why
17 it's so important on that front end that we have
18 an accurate address list. Because remember, the
19 Census Bureau only has to go to addresses that
20 exist on the list. When I talked about the
21 seemingly one family home in Southeast Queens
22 that's really three, let's say they get a form
23 back from one of those units. They still have to
24 send an enumerator out for that basement or attic,
25 that makes a difference.

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2 The fact that we were able to
3 update that address list means that they're
4 actually going to have to account for people
5 living there. So that's important.

6 COUNCIL MEMBER SANDERS: It is
7 better.

8 MR. FARTHING: Secondly, the Be
9 Counted forms that we get, if we're able to match
10 up that form, these are the ones without the bar
11 code. If we can match that up with the address
12 list, that's counted. If we can't match it up, if
13 we can't find an address I have to send somebody
14 out in July to knock on the door or find out
15 exactly where that address is.

16 My fear, of course, is that could
17 be a warehouse or a restaurant. Again, that's
18 where, sometimes our elected officials, sometimes
19 our partners could be helpful. Sometimes it's not
20 even so much talking to the restaurant owner but
21 it's talking to somebody who you know that works
22 in the restaurant to tell you then you can verify.
23 If the owner says no, no one lives here, my
24 workers have to take that as the gospel.

25 COUNCIL MEMBER SANDERS: Two quick

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2 points and then I'll turn it back over to you Mr.
3 Chair. The first chair, there seems to be a type
4 of fatigue that has set in to many of these
5 communities, a governmental fatigue where they
6 really need to see some change quick, fast and in
7 a hurry.

8 The second is just a minor point.
9 I came and I have a black and white sheet--

10 MS. CUMBERBATCH: [Interposing] I'm
11 sorry about that. We'll make sure you'll get a
12 color one.

13 COUNCIL MEMBER SANDERS: Not a
14 problem. If you would be kind enough to give me
15 this in living color I'd appreciate it.

16 MS. CUMBERBATCH: There's an extra
17 one right here.

18 COUNCIL MEMBER SANDERS: Mr. Chair,
19 thank you very much.

20 CHAIRPERSON VANN: Thank you
21 Council Member Sanders. We've been joined by
22 Council Member Helen Foster, who also has question
23 or questions.

24 COUNCIL MEMBER FOSTER: Good
25 afternoon. I'm sorry that I'm extremely late.

1
2 Quick question and I saw the 16th district in the
3 Bronx on a colored map and if you've gone over
4 this then we can speak later. You were just
5 saying the numbers are real, you can get real
6 response times. I know that within my Council
7 district I've made a huge effort in reaching out
8 to my clergy, whatever language they speak, my
9 Imans [phonetic], getting in the mosque, getting
10 the information out. When I look at my color--

11 MS. CUMBERBATCH: [Interposing] I'm
12 sorry, what?

13 COUNCIL MEMBER FOSTER: The 16th in
14 the Bronx.

15 MS. CUMBERBATCH: Got you. Right,
16 it looks like it's white, light yellow.

17 COUNCIL MEMBER FOSTER: I'm better
18 but is it real. My thing is I don't want us to be
19 lulled into thinking that--okay, you know what I'm
20 saying.

21 MS. CUMBERBATCH: You're doing
22 okay.

23 COUNCIL MEMBER FOSTER: Right,
24 we're doing okay.

25 MS. CUMBERBATCH: You could do a

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2 lot better.

3 COUNCIL MEMBER FOSTER: Absolutely.

4 MS. CUMBERBATCH: Okay, let's start
5 there. I don't want you to be lulled into
6 thinking you can't do better.7 COUNCIL MEMBER FOSTER: No, no.
8 Clearly we can do better and I'm sure everybody
9 is--10 MS. CUMBERBATCH: [Interposing]
11 It's all relative.

12 COUNCIL MEMBER FOSTER: Exactly.

13 MS. CUMBERBATCH: Right now your
14 district looks like it's 60%, high 50s, low 60s.
15 You should be closer to 100%. I'm really being
16 serious.17 COUNCIL MEMBER FOSTER: And I'm
18 absolutely agreeing with you.

19 MS. CUMBERBATCH: So between--

20 COUNCIL MEMBER FOSTER:
21 [Interposing] Is there a way that you can identify
22 specifically where we're missing people?23 MS. CUMBERBATCH: Yes, well, we
24 can't identify where we're missing people but what
25 we can do is when you go online. What the Census

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2 Bureau has online it will have every Census by
3 Census tract in your district. You have to know
4 what Census tracts are in your district, first of
5 all, right>

6 COUNCIL MEMBER FOSTER: Right,
7 right.

8 MS. CUMBERBATCH: You can go to the
9 Census tracts levels today, after 4:00 today
10 they'll post the most latest results and you can
11 see what Census tracts in your district are not
12 doing as well.

13 COUNCIL MEMBER FOSTER: That's
14 exactly--

15 MS. CUMBERBATCH: [Interposing] And
16 you can use that information and go to those block
17 association, go to those building, resident,
18 tenant association, etc. Because those are folks
19 that are lagging in mailing it back.

20 COUNCIL MEMBER FOSTER: The
21 timeline, now we're switching to the sending
22 people out?

23 MR. FARTHING: Right. You can
24 encourage everybody to mail it back but we really
25 need to receive that form by the 30th of April

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2 because on the first of May we will start to send
3 Census takers out door to door. Now again, as
4 Stacey said, part of your delivery to your
5 constituents would be for this week mail the form
6 back but beginning May 1st...

7 MS. CUMBERBATCH: Cooperate.

8 MR. FARTHING: ...cooperate with
9 the Census taker when they come at the door.

10 COUNCIL MEMBER FOSTER: And I
11 assume you have a way--I think I mailed my Census
12 form back three times because every time I got one
13 I filled it out, just in case. I didn't want
14 anything to happen.

15 MS. CUMBERBATCH: Early and often.

16 MR. FARTHING: I appreciate that.

17 MS. CUMBERBATCH: It's fine.

18 COUNCIL MEMBER FOSTER: What is the
19 last date, what's the cut off date for counting
20 period?

21 MR. FARTHING: Keep in mind,
22 earlier I talked about the Census and the way that
23 we do this. We're going out door to door
24 beginning may 1st meaning that even if a form
25 comes in, we might still be knocking on your door

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2 because of the transition. We will be out
3 knocking on doors until we have basically gone to
4 every residence and gotten a response back where
5 we know that the residence is actually occupied.
6 We might have some vacant but we'll continue to do
7 that.

8 We'll do that up to the end of
9 June. The additional work that's done in the
10 month of July, again, is our what we call
11 verification and quality checks where we go back
12 to make sure that vacant were actually vacant.
13 Where we go back to verify any Be Counted forms
14 that we can not verify the address on our address
15 file. There could be a little more door knocking
16 though but the actual process to participation in
17 the Census really kind of ends by the end of June.

18 Now we will still keep our
19 telephone questionnaire center line up through the
20 end of July. All of my senses, there's always
21 somebody after all the door knocking and
22 everything, somebody calls up and says I didn't
23 get counted. That phone number will still be up
24 and people will call and give their information
25 over the phone. At the end of July, that's it,

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though.

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COUNCIL MEMBER FOSTER: Thank you very much.

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MS. CUMBERBATCH: Just one final thing I just wanted to offer is that we still with the city we have palm cards, we have them in many languages. Come to 2 Lafayette, 14th floor, pick them up, you can give them out. Go to all those Census tracts that are low responders. We got that literature for you if you need it and it's available.

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CHAIRPERSON VANN: Before we--Mr. Salvo did you have a presentation or were you here as? Would you like to make some? You're just consultant or do you have something else that haven't been covered? You can just join those two before we close out. If you don't have anything that's fine but I thought you may need something.

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DR. SALVO: Actually a response, Council Member Rose you asked earlier about estimates and I think I know why. At City Planning, the Department, every year we create an independent estimate of the population of New York City and we create it as a way of reviewing the

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2 Census Bureau's estimate. The Census Bureau has
3 an estimate, they use another method. We use
4 another method and the method we use is based on
5 our housing units because we've had so much
6 housing growth in the last decade. These are all
7 demographically accepted, these are accepted in
8 the demographic community as being alternate and
9 both legitimate methods.

10 We right now feel we have enough
11 housing, in other words on our address list.
12 We've done a review of the address list and the
13 number of housing units, which stands in the range
14 of 3.45 million units, is more than enough to
15 support a population estimate of 8.4 million for
16 the city. When Stacey mentioned earlier that we
17 expect to have 8.4 million people it's because our
18 latest population estimate and the estimate that
19 the Census Bureau has are actually pretty much in
20 alignment at 8,392,000 and that is as of July
21 2009.

22 We feel rather confident that the
23 real population of the city is 8.4 million and
24 that's frankly what we expect. So that's probably
25 what you were thinking about.

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2 One other thing, the regional
3 director, Tony Farthing mentioned earlier that you
4 visit up to six times. So I think one thing
5 that's kind of probably crossed your mind is what
6 happens on that sixth time when that apartment in
7 the basement that no one acknowledges exists but
8 is on the address list when you knock on that door
9 again and you get the same non response, what
10 happens then?

11 Well, if the Census Bureau
12 acknowledges the unit as being legitimate and
13 which they frequently do because of their own
14 canvas. A neighbor for example may say, yes,
15 somebody lives there. More often than not they
16 need to put people into that unit and they can do
17 it in various ways. One is as Tony mentioned what
18 is so called last resort methods where you try to
19 get a knowledgeable person, generally a neighbor,
20 to tell you who's there.

21 If that fails then the Census
22 Bureau must, unless it's vacant. Unless they have
23 demonstrated information, Tony tell me if I'm
24 wrong. In the end a computer algorithm will
25 match, not match, will take another household in

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2 the vicinity and put it in to that basement.
3 That's how you get undercount. What happens is
4 you don't get the real number of people in the
5 basement. What you get is an average, so to
6 speak, from what is called a statistical donor
7 household that is then put in there. That is used
8 to represent that household. The Bureau has no
9 recourse at that point, they need to do that, they
10 need to put people in there.

11 But that's how you get undercount
12 because what happens is you're picking. It's a
13 statistical methodology and you may not be getting
14 the actual number of people who are there and
15 that's where you come up short.

16 MS. CUMBERBATCH: What I want to
17 emphasize, just one point, is that, that's why
18 what City Planning did in updating the address
19 list right before 2010 and adding 127,000
20 addresses that were not on that list.
21 Theoretically representing 300,000 people was so
22 important because let's say at the end of the day
23 the Census Bureau can't get in to that household.
24 Yes, they're going to have to put that statistical
25 donor in to the household but the household is on

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2 the list. If the household wasn't on the list, if
3 those 127,000 were not added to that list, we
4 would be short up to 300,000 people.

5 COUNCIL MEMBER ROSE: Thank you so
6 much and that is what I was trying to get at. I
7 have just another question. What happens in the
8 instance where--I take it that the houses or the
9 addresses that you have all have C of Os. What
10 happens if there's not a C of O but people are
11 living there. Is that a...?

12 MS. CUMBERBATCH: That's the point.

13 DR. SALVO: No, actually the thing
14 there is that basement apartment probably doesn't
15 have a C of O. In fact, we may get it, for
16 example, through Finance's effort to try to
17 correct the tax rules to acknowledge that there's
18 an additional apartment and charge the landlord
19 whatever additional fees are necessary based on
20 the fact that there is actually another apartment
21 in the household. So we used Finance records
22 frequently. We have utility records that indicate
23 that there's a link. In 2000 we used phone
24 records, engineering phone records, all as a way
25 of getting this indication.

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2 I want to point out in all fairness
3 to the Census Bureau that these apartments are
4 frequently not visible. If you send a canvasser
5 out to look, they won't see it. Our job is to
6 give them the clues so that they look. And more
7 often than not, there is something there. As
8 Stacey said before, if we didn't do this they
9 would be off the table. In other words, no one
10 would look, no questionnaires would go out, no
11 follow up. The whole goal is to get all of those
12 units in to our denominator.

13 And keep this in mind, when you
14 look at rates for New York City, you're looking at
15 probably what is one of the best address lists in
16 the country, if I might say so, from our efforts.
17 There are many major cities in this country that
18 did not put this effort in so what happens is that
19 their base doesn't include the hard stuff. It
20 includes a whole bunch of apartments that frankly
21 anybody could see. So as a percentage of the
22 apartments that anybody could see, they get a
23 large number of questionnaires back. But at the
24 same time they're missing a chunk of their
25 housing. So we put everything in there. The

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result is it's a lot harder to get. The end

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result is that the regional director has one heck

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of a job in fielding this follow up operation.

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COUNCIL MEMBER ROSE: In my

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district there was a lot of overdevelopment and

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there were actually developments, units of

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townhouses that were not giving C of Os. I'm not

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talking about additional apartments, basement,

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attic or additions. But the entire building, the

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entire complex in some cases, people never got

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their C of O. Would they have been included in

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your database even though there's no C of O for

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these new development, overdeveloped townhouses

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that I have in my district?

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DR. SALVO: Okay, let me just

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think. I'm trying to think of what development

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that might be.

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COUNCIL MEMBER ROSE: There are

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several in Port Richmond.

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DR. SALVO: Yeah, I'm thinking

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about Pondway.

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COUNCIL MEMBER ROSE: Pondway is

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another one, yes.

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DR. SALVO: We handled Pondway in

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2 our LUCA operation, our Local Updated Census
3 Address operation. Apparently the Census Bureau
4 had it all listed as ones and it needed to be
5 listed as twos, all of those units. We corrected
6 it. We did it by virtue of if we didn't do it by
7 virtue of C of Os, we did it by virtue of TCOs or
8 sign offs. Okay? We can look at the property
9 files of the Buildings Department and see if there
10 were sign offs on the major systems and buildings
11 and if there are sign offs then we'll include
12 them.

13 The answer is I know as a matter of
14 fact that Pondway was in there so it was one of
15 our examples. I didn't violate anything, did I,
16 just now? I don't think I did. In general, it
17 wasn't.

18 MS. CUMBERBATCH: But Council
19 Member, if there are specific buildings or
20 developments that you are concerned about please
21 let us know.

22 DR. SALVO: Absolutely.

23 MS. CUMBERBATCH: So we can make
24 sure that on this side, from the Census Bureau,
25 that they can check to make sure they actually

1
2 were included in the address list and did get a
3 form or at least are going to be visited.

4 COUNCIL MEMBER ROSE: Okay, thank
5 you very much.

6 DR. SALVO: Just for the record,
7 Pondway is a huge development.

8 COUNCIL MEMBER ROSE: Yeah, sure.

9 [Laughter]

10 DR. SALVO: A lot of units, so.

11 MS. CUMBERBATCH: Lots and lots.

12 CHAIRPERSON VANN: Thank you, thank
13 you. I guess I'm conflicted in a way. 2010, this
14 country, the intelligence, the technology, the
15 information; we're supposedly the leading country
16 in the world and we are unable to count our
17 people. It's--I don't know how to characterize
18 it. All of the advances that we have made, all of
19 the leadership that we've shown throughout the
20 world, we are unable to count the people within
21 our borders. We know where they are. We know the
22 neighborhoods, the blocks, the Census tracts and
23 we're unable to count them which means they're
24 something.

25 The process, we know the process,

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2 we know where you guys tell us what to do, how to
3 do it, where they are and so forth. But there's
4 only a certain number of people that respond to
5 that. That tells us something. That tells us
6 there are people, their experience is such that
7 they don't care about.

8 Their reality is such that it's not
9 important to them to respond because it doesn't
10 mean anything to them. They don't think it's
11 going to change what's happening to them on a day
12 to day basis, if they're losing their house in the
13 foreclosure. I don't know. Whatever their
14 reality is so that it seems to me that no matter
15 what we do, if it's all focused on getting them to
16 respond from everything we've done so far then
17 we're going to get the same response. We're not
18 going to get 100%.

19 Nothing fundamentally has changed
20 in those neighborhoods where they feel good enough
21 about themselves and their community that they're
22 willing to participate. We see it in primaries as
23 well. The same folks don't come out and vote in
24 the primaries. So I think there's a signal,
25 they're telling us something that we're not

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2 listening to and not responding to. Nothing that
3 you can do in just the process of counting but
4 something has to be done fundamentally to affect
5 the lives of people so that they will want to
6 participate. Maybe they can get that job or they
7 can get their healthcare, they can get the things
8 that make people feel like they're somebody and
9 are of value.

10 So there are two levels here.
11 We're approaching on one level and it seems like
12 we're doing a hell of a job on that level.
13 Hopefully we'll max out on that level of people
14 we're reaching. But it also signals that there's
15 something else we have to do so that next one, in
16 ten years from now, if you will, we can really
17 talk about 100% because we know we say it now,
18 that's just a word. We know that's not real. All
19 right?

20 So I do appreciate your effort and
21 what you guys are doing. I'm sure we can do a
22 little bit more. We're going to raise a little
23 bit more and we're going to do more that we can as
24 Council persons and organizations in our local
25 community to help you, as we have been doing. And

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2 thank you for coming out.

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MS. CUMBERBATCH: Thank you so much.

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CHAIRPERSON VANN: I think we have a panel, if they're still here. They may have gotten impatient because it went a little longer than we thought. I know that Sadiq Why [phonetic] is here from the United African Congress and please come forward. Is Julia Yang [phonetic]? Julia, would you please come forward and join the panel. And John Greer Katar [phonetic], did he leave? I saw a brother dressed in a beautiful African gown, is he still here. I saw him over there. I was going to ask him where he got it made but I can't do that now. Is that it? This is it.

I see three people, I called two names. I did? Oh, that Katar. Oh, okay. Is that brother Katar. No, that's not Katar. You're with him. If you fill out a card you can testify, otherwise you can just sit on the side. Did he fill out a card, Sergeant? Did we find out who he is? Is he going to testify? Well, you want to get his name anyway. Okay, you may begin, brother

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Sadiq.

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SADIQ WHY: Thank you. Thank you so much, honorable Vann and the distinguished panels and members. Ms. Debbie Rose, publicly let me congratulate you on the wonderful work. I wanted to also get straight into this. I made a few statements and I made some recommendations because much of what was being talked about, particularly they had to reach communities where the communities. In fact, they, I'm so pleased that they--

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COUNCIL MEMBER ROSE: [Interposing] Excuse me, Sadiq. You need to identify you by name.

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MR. WHY: My name is Sadiq Why. I'm the national president and spokesperson for the United African Congress, that is the Pan African umbrella organization representing 3.5 million Africans born in Africa and the United States. I'm here today to represent, to speak a little bit about that and they had to reach populations that they talked. In fact they point the Chairman made, really I didn't have to make my speech any more but that really is the heart of my

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testimony.

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Honorable Chairman and members of the committee, the development of New York City Council, thank you for your kind invitation for me to offer testimony on this important subject matter that concerns all New Yorkers, including not only permanent residents, temporary residents, even those who don't have papers. They're undocumented and those are the people that are really, really at the core of this count.

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Before coming here this morning, I took the time to invite a good number of Africans to join me at this hearing. I have placed about 20 phone calls to potential prospects. Only 10 people emphatically accepted my invitation. The rest told me, listen, Mr. President, point blank why would this Census ten years ago. They told us that we're going to get \$5,000 for participation, we're going to get the benefit of it. Well, you go on down there, you just make sure you remind the honorable members that you owe them a check so maybe through Council Member Al Vann I might go home tonight with some checks to those people for the last Census.

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2 The others said we are not afraid
3 to participate. We believe that everybody should
4 participate. But what we need to also see how
5 those participation really affects our personal
6 lives in the places that we live and the
7 communities that we serve. The houses that we
8 live, how does that work? Then from our
9 standpoint, we also insisted that everybody must
10 Be Counted.

11 Let me offer a few suggestions.
12 One, we must ensure that there are adequate
13 language and culture sensitive requirements in the
14 hiring and placement of staff, in particularly the
15 immigrant communities. Placing a recognized and
16 credible faith based and civic leaders in that
17 administrative positions where outreach
18 communities try to conceive and implemented will
19 clearly help in raising the participation level.

20 Two, you must assure the immigrant
21 populations that there are basic rights to remain
22 as residents in New York City without INS or
23 Homeland Security interference would be assured.
24 And that you could help them by stating very
25 clearly there will be legal referrals in the event

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2 that if they participate in this effort. Also if
3 you had a problem before but your participation in
4 this effort, you are not going to be deported,
5 even if just for participation. That guarantees
6 that if you give them that level of support, it
7 will really, really make a difference.

8 As an added incentive for their
9 participation in this Census in New York, let
10 there also be special consideration. If somebody
11 feels that if I do something, at the end of the
12 day I am going to participate and I'm going to see
13 the benefits of it. It would be very much of an
14 incentive for their community leaders to go to
15 their people to say, well listen, you need to
16 participate.

17 For instance, there are buildings
18 that the City Council gives to not for profit
19 organizations. Why not say to the leaders or the
20 communities, look, for participating in this
21 effort, at the end of this when we get the money
22 we're going to make sure that you have a community
23 center with day care and things like that. When
24 you connect something that is of this magnitude to
25 their lives, it's going to assure participation.

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2 And then we heard a lot about the
3 publicity with using our media. Utilizing the
4 recognized African media is one aspect but it is
5 also important in the messaging. For instance, we
6 have faith based leaders, why not get them. After
7 I do my prayers on Friday, everybody runs. But if
8 they could be encouraged to have those people do
9 the Census, the participating right there on juma
10 [phonetic] because thousands of people come to
11 those prayer services every Friday. So that would
12 be one area that could be very, very helpful. We
13 would be very helpful in that area as well.

14 Then the funniest part, which is
15 really important, if we could put a million people
16 on Labor Day Carnival, Macys Parade and Puerto
17 Rican Day parade, African American Day parade, why
18 can't we as a community of leaders do a Census
19 rally in communities by joining with our elected
20 officials, community based people to just do that
21 because visibility is really what turns out
22 people. In our culture people love music, people
23 love entertainment. That's one way that you can
24 get them to do something that they are not going
25 to feel threatened by.

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And then finally City Planning Commission always, I want to really make this as a plea to them, that there are numbers about Africans living here for the past ten years is wrong. Our numbers are not what City Planning Commission is reporting. I know that for a fact. What I would like to propose is that let this Council, by working with the City Council, let there be a real effort for us to collaborate after the Census.

That would be a benefit that we would do a national or statewide survey to relive based upon our needs as to what we need, who are these Africans, what are we doing here. How did they get, put up their shops, what kind of assistance are they getting? Quite frankly at this point in time it is not happening so we really hoped that you all could be helpful.

But I would be very, very remiss if I don't thank Ms. Tracey Cumberbatch and John Flato [phonetic] and Mr. Regional Director. These people have really done more than ever before to engage in us, to participating in this Census as partners. So we hope that these few things that

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2 I've said may be at least help to the committee in
3 considering how we move forward in this process.
4 Again, I thank you.

5 Joining me is Mr. Nabi [phonetic]
6 who is the borough president's advisory committee
7 person in the front.

8 OBULI AMBYA NABILI: Thank you. My
9 name is Obuli Ambya Nabili [phonetic] and
10 everybody call Nabi. I'm the African Advisory
11 Counsel to the Borough President's office. And
12 this is the first African of position that has
13 been created in New York State to try to work on
14 African issues borough wide.

15 One thing I believe we have to be
16 able to do and work as a committee acting. The
17 president has said a couple of things. At the
18 same time we as a community when we have a program
19 or any proposal, everywhere, where do you go,
20 where do you look to start this thing. We always
21 have been turned down not perfect organization to
22 take care of our people, to say the numbers are
23 not there. At the same time when we as community
24 leaders, when we start to come in and help we were
25 talking about District 16 in the Bronx. Everyone

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2 knows District 16, how many people compose that
3 District 16. And everybody know how much we have
4 working hard to change those statistics.

5 But one thing I think is very
6 crucial, Census has to be able to change their
7 way, how to work with community people. What I
8 mean about that? The first time the mail has come
9 into our communities, a lot of our people have
10 thrown those mail to the garbage because they
11 didn't understand. Yes, you can say you have to
12 give more information but if you have 80% of
13 population or doesn't speak English or French or
14 speak an African dialect and don't pick those
15 people in that process, you don't get information
16 to them.

17 This is where we believe we have to
18 be able to work as community because I believe
19 every one of us, our objective is to be able to
20 make everybody counted in this process. But that
21 process, we have asking, I have asked a couple of
22 times to have before the knocking door, to have
23 our young people to take a test to have places
24 where we can go and have a test. Last Tuesday,
25 they have a cancel for this Council district time

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2 but tomorrow I hope they will not cancel for
3 tomorrow. To have our young people, I know some
4 of them have already take a test but those who
5 want to take a test and participate on this issue
6 to go and knock on the door.

7 Like the Chairman has said, Rosie,
8 my sister, people who speak your language, it's
9 easy to open your door to them. That part, I
10 think it's not to favor any group or a second
11 group. When you look to our neighborhood,
12 everywhere the community who has been
13 participated, Espanol community, the change is
14 very dramatic. But when you come into the
15 community of people of color, we've never been
16 taken seriously. I want this Council, you and the
17 Census to understand every community should be
18 taken seriously in this process for this process
19 to work and make a positive thing.

20 A lot of the places you mentioned
21 in Brooklyn, in Queens, in Manhattan, I know a lot
22 of these places are people who are the same people
23 leaving District 16. We have working, those are
24 the same place or a lot of people live in the same
25 places. If we work as a community and work as a

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2 group and discuss on those things, I think that
3 would be great and I thank you very much to give
4 us this opportunity to come in here today to
5 speak. Hopefully the Census, mail office,
6 something, whatever and the regional director will
7 find some way how we as a community member, we can
8 work this thing together because I think our
9 objective is the same. Thank you.

10 JULIA YANG: Good afternoon. My
11 name is Julia Yang and I am the Census Coordinator
12 at the Asian American Legal Defense and Education
13 Fund. ALDEF is a 36 year old civil rights
14 organization that protects and promotes the civil
15 rights of Asian Americans through litigation,
16 legal advocacy and community education.

17 First we would like to commend the
18 committees for holding today's hearing in advance
19 of the Census Bureau non response follow up phase
20 or door to door canvassing operations. In the
21 interest of time, I'll try to keep this short.

22 Since early 2008 ALDEF has
23 undertaken a major campaign to ensure complete and
24 accurate count of Asian Americans for the 2010
25 Census. As you may know, Census data is used to

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2 determine a wide variety of policies, including
3 but not limited to, the enforcement of civil
4 rights, the availability of bilingual ballots, and
5 redistricting. ALDEF's program includes advocacy,
6 multi lingual community education, legal advice
7 and the monitoring of Census operations.

8 This is the reason why I'm here
9 today. I wanted to share some of our findings
10 over the past couple of months in doing this
11 monitoring work. We have found that the Census
12 Bureau has generally been responsive to the needs
13 of Asian Americans. Regional Director, Tony
14 Farthing, is particularly consistent in his
15 efforts to resolve problems immediately and we do
16 thank him for this swift actions.

17 However, as operations have rolled
18 out, there have been some specific problems and
19 issues that we feel could hinder the follow up,
20 the non response follow up operations coming up in
21 the next weeks. First misleading instructions
22 were given to South Asian communities in Queens.
23 Wince questionnaire assistance centers were opened
24 in late March, we've received reports that some
25 Census employees have been erroneously instructing

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2 all South Asians to check off Asian Indian even if
3 they are from non-Indian countries such as
4 Bangladesh, Nepal and Tibet. This information, we
5 feel, could result in an undercount or miscount of
6 Bangladeshis and other non Indian South Asian
7 populations.

8 Now we've been working with Tony
9 Farthing and the regional Census office to sort of
10 see what can be done to rectify the situation.
11 But the fact is, information, instructions have
12 already been given to who knows how many
13 individuals and that is something we fear could
14 affect the accuracy of information.

15 Second, there have been
16 mistranslated Census forms. Community leaders
17 complain that the Korean Be Counted forms and
18 language assistance guides were poorly translated.
19 On the Be Counted forms, county was translated
20 into Korean as country or nation. Earlier this
21 year, Vietnamese advocates also noted several
22 translation errors in the Vietnamese language
23 materials. For example, the Census Bureau
24 mistakenly translated Census as a communist
25 government investigation. Because forms have

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2 already been printed, any changes could not be
3 implemented in time.

4 Third, we have received reports
5 that there have been poor staffing at the
6 telephone questionnaire assistance centers.
7 Limited English proficient callers have been
8 unable to receive appropriate assistance from the
9 TQA centers. Some TQA operators are unable to
10 answer basic questions about the Census. One
11 Korean operator even had to transfer the call to
12 the supervisor who spoke only English. Another
13 Vietnamese operator had to read from a manual.
14 The Chinese hotline is only offered in Mandarin
15 while Cantonese and Toi San [phonetic] are spoken
16 by many elderly limited English proficient Asian
17 Americans. Actually since I wrote this testimony,
18 we learned that the Census Bureau has expanded its
19 language hotline to include Cantonese so that at
20 least is one development that we're happy with.

21 Fourth and finally, we've received
22 reports of a shortage of Be Counted forms at
23 several locations in Flushing and Richmond Hill.
24 There has been a constant sort of back and forth
25 between the Census and those questionnaire

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2 assistance center and Be Counted sites to try to
3 get forms to people who need them.

4 I've distributed a report which
5 details findings from my monitoring efforts. The
6 report covers the period from June to December
7 2009 and we are continuing to work with the Census
8 Bureau to fix some of the problems that I
9 mentioned and that we hope you can support us in
10 these efforts. Thank you.

11 CHAIRPERSON VANN: Thank you very
12 much. I was impressed with the thoroughness of
13 the report and the commitment the association has
14 to try to provide a situation where a maximum
15 number of Asians, Asian Americans can Be Counted.
16 So you ought to be commended, your organization is
17 commended for the work that they have done.
18 You've indicated you are interacting with the
19 Census Bureau.

20 MS. YANG: Yes.

21 CHAIRPERSON VANN: They are aware
22 of the concerns you raised and they're trying to
23 do what they can to rectify where they can? Is
24 that?

25 MS. YANG: Yes, the purpose of my

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2 retelling the problems isn't to scapegoat the
3 Census Bureau because frankly they've been doing
4 an excellent job with what they can do. But these
5 are problems that will hinder the count and I
6 think it's best that everyone is aware of them so
7 we can move forward.

8 CHAIRPERSON VANN: The reasons why
9 these problems occurred in the first instance, is
10 what? What do you think is why there's a
11 misinterpretation or the lack of clarity in
12 knowing the culture and the language and so forth.

13 MS. YANG: I think it has to do
14 with the fact that the Census Bureau began
15 planning these efforts ten years ago, really. A
16 lot of things were already set in to place before
17 a lot of local organizations starting working on
18 Census outreach, a year and a half, two years ago.
19 So our suggestion has always been to involve
20 community based organizations more who know the
21 community and who know what sort of messages work.
22 For the most part, I think the Census Bureau has
23 got that but it's just these minor but of course
24 sort of highly disappointing mistakes that have
25 occurred.

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2 CHAIRPERSON VANN: Have you also
3 interacted with the city effort or are you
4 primarily working through the U.S. Census Bureau
5 director?

6 MS. YANG: We've been working
7 primarily through the regional director but we've
8 also worked with the New York City Census Office,
9 at least with the Queens Complete Count Committee,
10 which they've helped spearhead and host.

11 CHAIRPERSON VANN: Thank you. I
12 think all of the testimony from each of you adds
13 to what I believe to be something that can be
14 enhanced and that is how do we, in the very local
15 neighborhoods, how do we find a way to attract,
16 motivate, engage, whatever their particular
17 uniqueness happened to be, whether it's ethnic
18 race, religion, whatever. We spent a lot of money
19 on this.

20 For instance, I'll give you an
21 example, my political office, we've made space
22 available for a lot of Census activities starting
23 back a couple of months ago, testing, this, that,
24 and the other, all of that. We don't have any
25 money so it's been costing us money to provide a

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2 place for the Census to operate when they got all
3 of this money. But they are precluded or
4 prohibited from providing organizations money to
5 provide them space, as an example. That's a very
6 small example but it's still is very kind of key.

7 Because the larger question is
8 this: there must be a way of saturating those
9 areas that are hard to count areas, whether it's
10 African, Latino, Asian, whatever it is. And
11 approach it--in other words, the Census spends a
12 lot of money after the mail back. I was trying to
13 get them to tell me, well, how successful is your
14 post mail back period and I didn't get a specific
15 answer. I was told they had four phases. I
16 understand that.

17 My sense says that the areas that
18 do not respond well to the mail as they indicated
19 also do not respond well to the enumerators.
20 Don't open the door and I think that was pretty
21 much stated, right? What we were trying to do is
22 how do you get that kind of army, I don't know if
23 you call them enumerators, how do you get the door
24 to door, inside your community contact to get them
25 to send that form back. You see what I'm saying?

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2 When we find out who is not sending
3 them back, we send an army. We're sending them to
4 the area that has not mailed them back and it's
5 also the area that's very difficult to penetrate
6 because they won't open their doors or whatever,
7 whatever, whatever. I think the lesson there is
8 we're going to have to send an army in early,
9 while the forms, before the forms, when they're
10 sent in, with some kind of message, some kind of
11 something. We got to generate activity before
12 that period. That's the point I...

13 MR. WHY: I think Mr. Chairman
14 you're quite correct in your assessment of the
15 real way to start this process earlier. But in
16 addition to that I think also it would be very,
17 very important as to who is going to knock on that
18 door, who is going to engage the people on that
19 side. If they see a familiar face, they see
20 someone that could speak to them in their
21 language, they see that the next door neighbor or
22 the man or the community leader or someone that
23 could speak their language. I'm talking
24 specifically in the African community.

25 There are lots of information that

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2 they will give somebody that they feel comfortable
3 with. I'm not saying now that Tony and Stacey are
4 going to just hire all Africans but there are
5 credible, trustworthy, faith based, grass root
6 leaders that people do feel comfortable doing or
7 giving them, filling out that form and sending it
8 back. I think that's really where...

9 MR. NABILI: In addition of that,
10 one thing I want to say to here. When we come in
11 here to make this testimony and try to work on
12 these issues, I think one thing we want to make
13 sure. Myself, I work now, I'm in service for one
14 year so it's not about money we're talking about
15 here. We're talking about how much our people
16 will participate. That's one thing we want people
17 to see first.

18 The problem a lot of times when it
19 comes to the Census, a lot of times when they try
20 to make them, what is very important to have a
21 test in this place for this group of specific
22 people to go and participate and knock on doors,
23 the only thing coming is money. Btu we have two
24 phases. One is our responsibility as a community
25 activist and as a community leader. And second is

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2 to make sure our community participates and our
3 community is disenfranchise as the rest of the
4 community, the same opportunity you give to those
5 different community, we need to have that same
6 opportunity. I think that's something that has to
7 be opened and we don't need to apologize to anyone
8 when we speak on those things.

9 So I want those kind of this to be
10 clear because, our objective is not just here to
11 come in and have a position and go sit down there
12 and look. Our objective is to make sure, whatever
13 we have the opportunity to do. Like you see now,
14 you can see these report. It's a people are doing
15 this. We never have the opportunity to have this
16 kind of report in our community so those are the
17 kind of things we're talking about. We don't need
18 to apologize there to anybody and we believe that
19 has to happen and we have to find a way how to
20 work those things together. So thank you.

21 CHAIRPERSON VANN: If I might,
22 first of all I want to thank ms. Cumberbatch for
23 staying because she wasn't required to do that but
24 she wanted to hear what others had to say and I
25 thank you for that. Also, I know that the Census,

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2 they try in their way to do whet you're suggesting
3 needs to be done in that they try to employ. You
4 have to take the test, you have to pass the test
5 and it's not as easy as one might think. You
6 can't just go in there and take that test and
7 pass. You have to prepare for it and a lot of
8 people don't. so to the extent more people take
9 the test and pass from the neighborhood, they
10 would be used and that would go a long way towards
11 meeting the concerns that you raised. But I would
12 like to go further.

13 I would think that there are
14 neighborhoods where they need to put a circle
15 around and find a way of using the indigenous
16 leadership more than they do now. They try. The
17 people are being paid for the Census, they try and
18 identify and we hook them up. We hook them up
19 with a block association. We hook them up with -
20 -. So we're trying to do what you're saying needs
21 to be done. But I think you are correct and I
22 think my notion is correct that they need to put
23 more resources early on in those areas to really
24 bring out the indigenous people that--the block
25 association president and everyone else and give

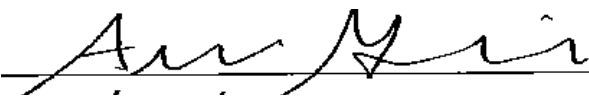
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2 them something to work with. Ideally, we want
3 people to volunteer but the reality is there was a
4 time when you ran for public office, I know this,
5 and I used to get elected with all volunteers. We
6 had to pay nobody to do anything. In today's
7 world, you won't get anybody to do anything unless
8 you pay them. All right? Capitalistic society,
9 hey, this is what it is, right? So the reality is
10 I think we can get a better response and get
11 closer to that 100% if we're putting resources
12 before the mailing is due back. And put some
13 money in the community to hire people. We can
14 train them; what's so magical about this test. I
15 think we're over-tested anyway. I think that's
16 what's wrong with the school system; too much
17 emphasis on testing and not enough on education.
18 Let's put some money in to that community to
19 really get them knowledgeable and informed of what
20 it means to them, how important it is and we're
21 paying the president association to do their
22 blocks and so forth, we'll get it up. So
23 hopefully somewhere between where we are and there
24 the Census is, they can meet us halfway and we'll
25 get a much better count in the hard to count

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2 areas. I appreciate your testimony. I think it's
3 right on point and I want to thank Sister
4 Cumberbatch for her testimony and expertise and
5 information. I think it's been a pretty good
6 hearing. Having said that, we can break for lunch
7 or post lunch because it's after 1:00. Thank you
8 all for coming.

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C E R T I F I C A T E

I, Amber Gibson, certify that the foregoing transcript is a true and accurate record of the proceedings. I further certify that I am not related to any of the parties to this action by blood or marriage, and that I am in no way interested in the outcome of this matter.

Signature 

Date May 5, 2010